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SURVEY AND ANALYSIS

OF

RESIDENT AND NON-RESIDENT TRAVEL

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SURVEY AND ANALYSIS
OF
RESIDENT AND NON-RESIDENT TRAVEL

Prepared for

Department of Industry and Commerce

of the

Government of the Province of Alberta

Canada

[Planning and Intelligence Branch]

by

KATES, PEAT, MARWICK & CO.

April 1972

ABSTRACT

Recognizing the increasing social and economic importance of tourism, the Government of Alberta conducted an investigation of non-resident travel in the Province during the summer of 1966. With the increased affluence, leisure time and ease of mobility, the travelling habits of North American Society may be changing over time. Therefore the Province decided to conduct a similar study in 1971 and, by comparison with the 1966 results, determine what significant trends are occurring in this sector of the Provincial economy. In addition to surveying non-resident visitors to Alberta, the 1971 survey sought similar information from Alberta residents who travelled outside the Province.

The objective of this study was to obtain factual information regarding travel motivations, travel mode, and spending characteristics of both non-resident visitors to the Province and Albertans travelling out of the Province. The survey results and subsequent analyses were to provide guidelines for Provincial policy decisions in the travel, tourism and recreational areas, and an assessment of the direct dollar value of tourism to Alberta.

A cordon-type survey was chosen, similar to the technique used in 1966. Face-to-face interviews were conducted at the points were visitors and residents departed from or returned to Alberta. In addition, a supplementary mail-back questionnaire was handed to each visitor interviewed. A total of 12,982 direct visitor interviews, 6,800 direct resident interviews, and 4,640 mail-back questionnaires form the factual data base of this study. This survey sample, representing 3% of the visitors to Alberta and 3% of the residents travelling outside the Province during the period, was expanded to represent all non-resident parties visiting Alberta and all residents travelling

outside the Province.

Summary tabulations of the data revealed that the total person visitors to the Province has increased at an annual rate of 5%, although total visits to the Province by non-resident parties only increased a total of 3%. Expenditures in Alberta by visitors increased 55% to $60 million, or an average 9% annually. Similarly, nearly 220,000 resident parties travelled out of Alberta during the summer of 1971 and spent a total of $40 million.

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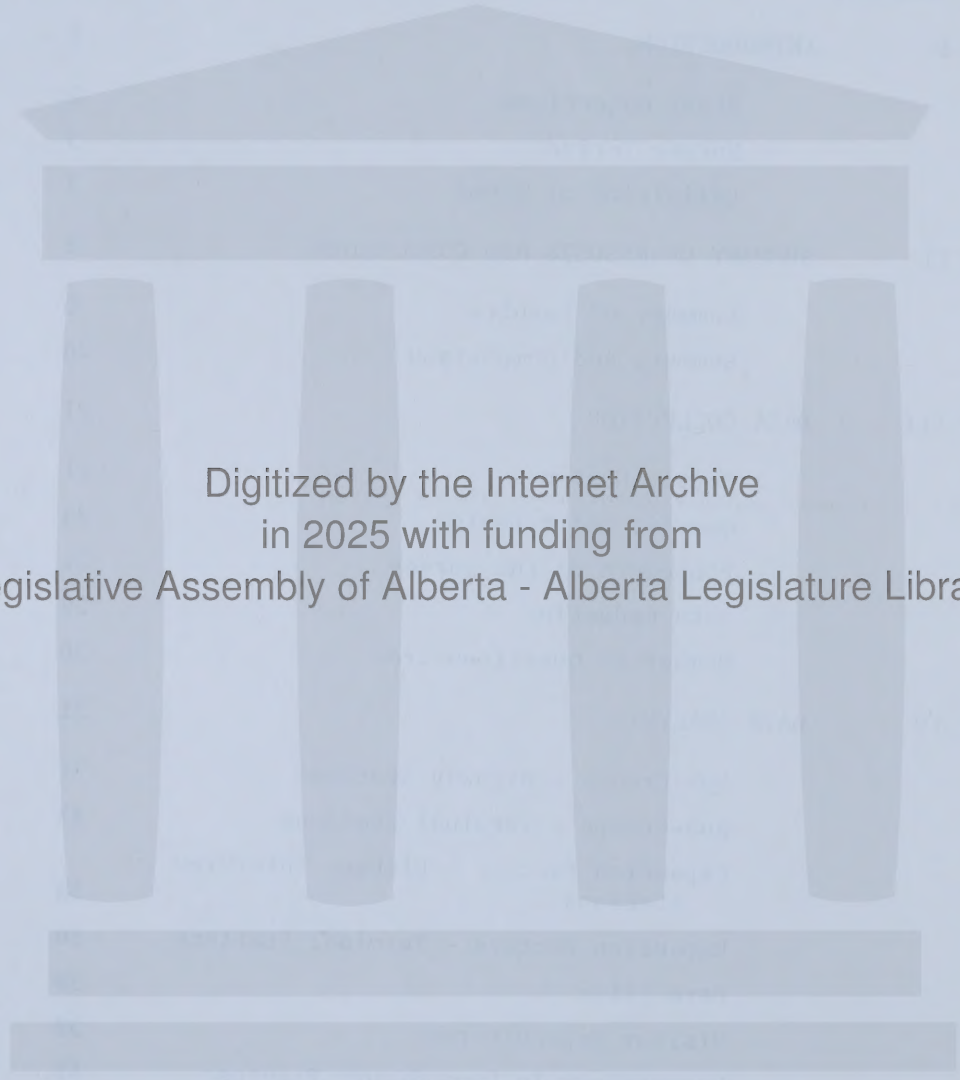

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- Planning Branch, Department of Highways and Transport

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- Royal Canadian Mounted Police
- Environment Canada
- Ministry of Transport

Public Carriers.
- Air Canada
- Air West Airlines
- Canadian National Railways
- Canadian Pacific Airlines
- Canadian Pacific Railways
- Greyhound Bus Lines
- Pacific Western Airlines
- Western Airlines

Special thanks are extended to the directors and staff of the Economic Research Branch, the Alberta Government Travel Bureau, and the Data Processing Division for their continuous cooperation and assistance.

CHAPTER I

INTRODUCTION

The well-known physical beauty of the Province of Alberta and the renowned hospitality of its population have generated a substantial and stable tourist industry in the Province. Recognizing the economic and social importance of tourism, the Government of the Province of Alberta in 1966 embarked upon an investigation of tourism as it related to the Province.

Kates, Peat, Marwick & Co. were engaged to design and conduct a study of the numbers and motivations of non-resident travellers visiting Alberta. The results of that study were published in April 1967 in a report titled "Survey and Analysis of Non-Resident Travel".

Recognizing that with increased affluence, leisure time and ease of mobility, the travelling habits of North American society may be changing over time, the Province decided to conduct a similar study in 1971. The results of this study would yield up-to-date data on non-resident tourism and, by comparison with the 1966 results, would point out any significant trends occurring in this sector of the Provincial economy.

In addition to surveying non-resident visitors to Alberta, the 1971 survey was intended also to study Alberta residents who travelled outside the Province. The information sought from the resident tourist was very similar to that wanted from the non-resident. It would be useful to determine a "balance of tourist payments" for the Province and to indicate the extent to which Alberta could induce its residents to vacation in their home province. This survey was to be co-ordinated with a country-wide survey of Canadian travel habits sponsored by the Canadian Travel Bureau.

The 1971 Alberta Tourist Survey was conducted in cooperation with the summer employment project for students under the Alberta Ecology Corps. A total of 45 students were employed by the survey to staff nine field interview crews and a small office group in Edmonton.

Kates, Peat, Marwick & Co. were engaged to design the survey (making it as compatible as possible with the 1966 study), train and supervise the interviewers and office crews, and perform an analysis of the results.

STUDY OBJECTIVES

The objective of this study was to obtain factual information regarding travel motivations, travel mode, and spending characteristics of both non-resident visitors to the Province of Alberta and Albertans travelling out of the Province. The study therefore sought to provide reliable answers to the following basic questions:

1. How many tourists come to Alberta during the summer season and, similarly, how many Albertans travel outside the Province?
2. Where do the tourists come from and where do the Albertans travel to?
3. How do they travel?
4. How long do they stay?
5. How much do they spend?
6. Which parts of the Province do tourists visit?

The survey results and subsequent analyses were to provide guidelines for Provincial policy decisions in the travel, tourism, and recreational areas, and an assessment of the direct dollar value of tourism to the Province.

SURVEY PERIOD

The time period covered by the survey comprised the months of June, July, and August plus September up to and including Labour Day (September 6). For direct comparison with the 1966 survey, the starting point was taken as May 28 and the results were extrapolated back to this date.

DEFINITION OF TERMS

Resident

Any person whose place of residence is in Alberta is considered to be a resident. "Place of residence" refers in most cases to the geographic location where the person earns or is supplied with his livelihood.

Visitor

Any person who enters the Province of Alberta for any purpose and whose place of residence lies outside the Province is considered to be a visitor.

Visit

One visit corresponds to one visitor entering the Province. Length of visit is determined by the time between entry and departure. A new visit is therefore recorded each time the visitor re-enters the Province.

Trip

Travel by a person away from his residence can be considered as a trip. A person would be considered to be on the same trip for the continuous duration of time spent away from his permanent residence. More than one visit could be recorded while on one trip.

Travel Party

The group of persons travelling together in one automobile is considered

to be a party. Parties travelling by common carrier would usually be those who consider themselves as travelling together in a unit and whose expenditures and travel decisions are handled largely in common.

Tour Group

A tour group is defined as a group of visitors travelling together on an organized basis. Each visitor paid a lump sum to cover the expenses of travel and accommodation on the entire trip.

CHAPTER II

SUMMARY OF RESULTS AND CONCLUSIONS

SUMMARY OF RESULTS

The survey results are presented in summary format in this chapter. To provide an overview of the results, the questions posed in Chapter I under "Study Objectives" have been reiterated in Plates 1 to 6 and Plates 33 to 38.

Plates 1 to 24 contain information on non-resident visitors to Alberta and Plates 33 to 52 contain information on Alberta residents who travelled outside the Province in the summer of 1971. Plates 25 to 32 contina more specific findings on the non-resident visitors who attended the Calgary Stampede or Edmonton Klondike Days. Each plate has been specifically identifed as containing visitor or resident data. Plate 53 summarizes and compares the more significant findings on the non-resident visitors to Alberta in 1966 and 1971, in addition to the Alberta residents who travelled outside the Province in 1971.

In tabulations and descriptions of the survey results presented in this Chapter, references to "totals" and "percentage thereof" are to be interpreted as "totals during the survey period", i.e. from May 28th to September 6th inclusive, unless specifically stated otherwise. Similarly, all data refers to parties unless specifically stated as persons.

How many Non-Resident visitors came to the Province of Alberta during the summer season of 1971?

TOTAL PARTIES	405,200
TOTAL PEOPLE	1,452,600
ADULTS	1,179,100
CHILDREN (under 12 years)	273,500
AVERAGE PERSONS PER PARTY	3.58

Where did they come from?

CANADA	256,900	Parties	63.4%
U.S.A.	140,300	"	34.6%
OTHER	8,000	"	2.0%
TOTAL	405,200	"	100.0%

By what Mode did they travel?

CAR	274,700	Parties	67.8%
STATION WAGON	25,800	"	6.4%
TRUCK CAMPER	32,700	"	8.1%
MOTOR HOME	13,300	"	3.3%
AIR	39,100	"	9.6%
RAIL	12,200	"	3.0%
BUS	7,400	"	1.8%
TOTAL	405,200	"	100.0%

Which were their Primary Destinations in Alberta?

NATIONAL PARKS	125,000	Parties	30.9%
CALGARY	71,400	"	17.6%
EDMONTON	44,200	"	10.9%
OTHER ALBERTA DESTINATIONS	52,000	"	12.8%
PASSING THROUGH	112,600	"	27.8%
TOTAL	405,200	"	100.0%

How many Nights did they spend in Alberta?

0	Nights	51,400	Parties	12.7%
1		67,200		16.6%
2- 3		115,000		28.4%
4- 7		108,900		26.9%
8-14		43,600		10.8%
15-21		8,300		2.0%
Over 21		10,300		2.5%
Non-response		500		0.1%
TOTAL		405,200		100.0%

AVERAGE 5.10 Nights per Party

How much Money did they spend in Alberta?

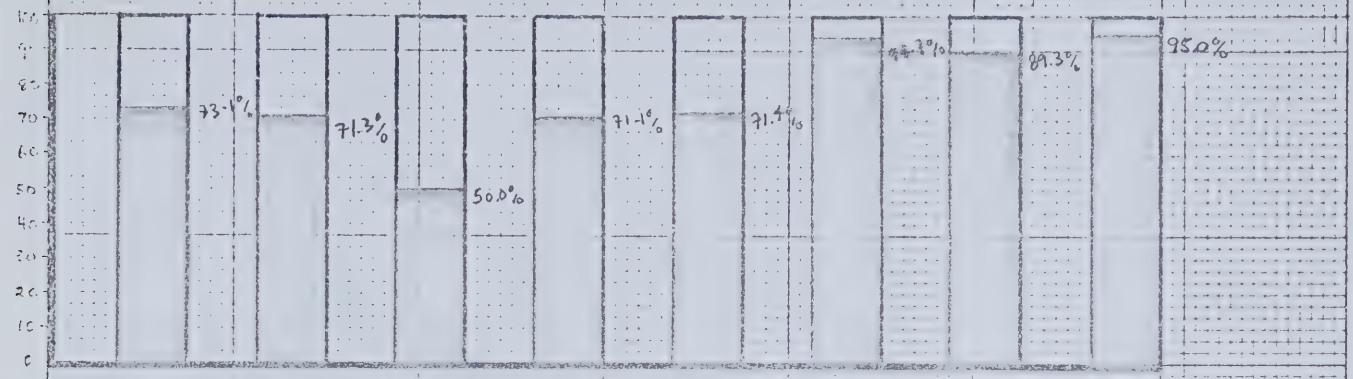
CANADIANS	$34,639,000	57.2%	$135 per Party
AMERICANS	$25,252,000	41.7%	$180 per Party
OTHERS	$ 666,000	1.1%	$ 83 per Party
TOTAL	$60,557,000	100.0%	$149 per Party

(i) VISITOR PARTY COMPOSITION

Plate 7 shows party composition, both with and without children, by mode of travel, type of trip and by period of departure. As in 1966 the predominance of adult parties is evident, particularly amongst those parties travelling by public carrier. Conversely, the station wagon mode has the highest percentage of parties travelling with children.

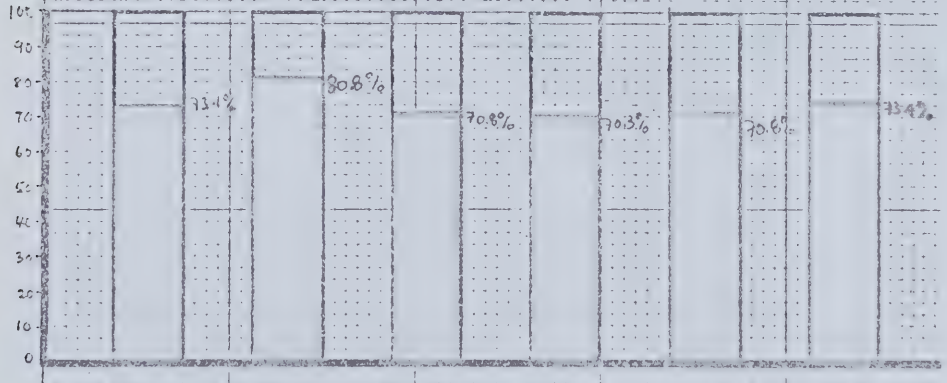
Plate 7(b) shows that those parties on vacation or combined business and pleasure trips hae the highest percentage of parties travelling with children, and those parties on business trips are mostly "adults only".

The percentage of visiting parties with children by distance sectors from Alberta, as shown in Plate 8, has not changed materially from 1966.

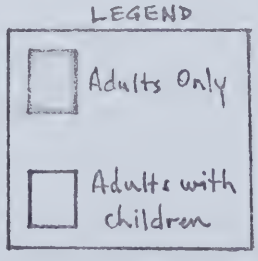


(a) PARTY COMPOSITION BY MODE OF TRAVEL

(b) PARTY COMPOSITION BY TYPE OF TRIP



(c) PARTY COMPOSITION BY PERIOD OF DEPARTURE



PARTY COMPOSITION

PERCENTAGE OF PARTIES WITH CHILDREN
BY DISTANCE SECTORS FROM ALBERTA

(ii) VISITOR ORIGIN

Plate 9 shows the regional origin of visitors to Alberta expressed as a percentage of the total number of visiting parties. The split between Canadian and U.S. visitors to Alberta is basically the same as it was in 1966. However, the relative importance of British Columbia and Saskatchewan has decreased slightly i.e. approximately 3% and 2% respectively.

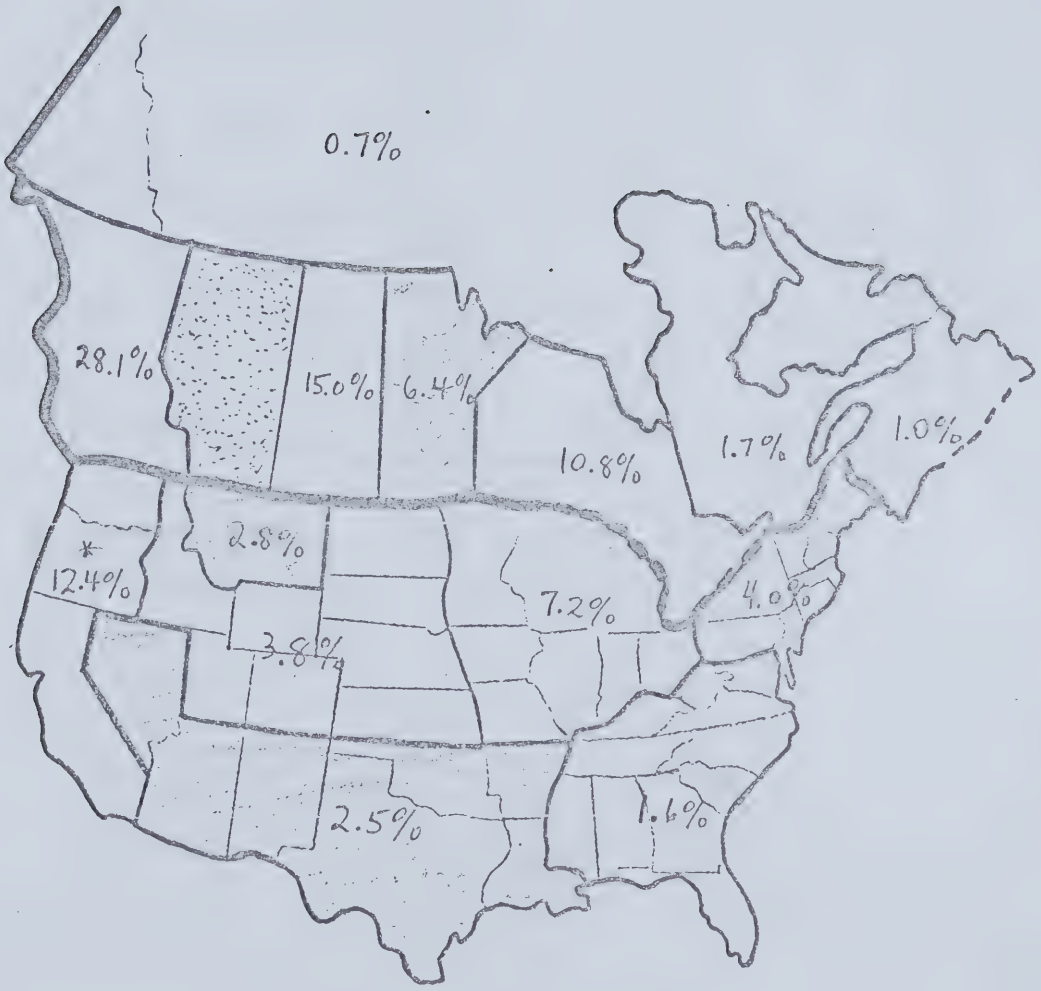
The percentage of parties making a repeat visit to the Province are shown in Plate 10 by region of origin. As in 1966, the majority of parties domiciled in the Western Provinces or Montana are on repeat visits, whereas a higher proportion of those domiciled in Eastern Canada and the Southern United States are visiting Alberta for the first time. Overall, a larger percentage of the visiting U.S. parties came to Alberta for the first time in 1971 than in 1966.

Plate 11 shows that U.S. visitors to the Province are primarily vacationers while only two-thirds of the Canadian visitors are vacationers.

Plate 12 indicates that, as in 1966, the primary destination of U.S. parties is the National Parks. The Canadian parties predominantly travel to Calgary and Edmonton.

The distribution of parties by length of stay, as shown in Plate 13, indicates a relatively short stay in the Province by both Canadian and U.S. parties. Of the total visitors to Alberta in 1971, nearly 60% stayed three days or fewer.

Plate 14 shows the distribution of visiting parties by income ranges. A higher proportion of the U.S. parties are in the upper income ranges as evidenced by the fact that whereas fewer than one-third of the visiting Canadian parties earn $12,000 or more, over one-half of the visiting U.S. parties earn that much.

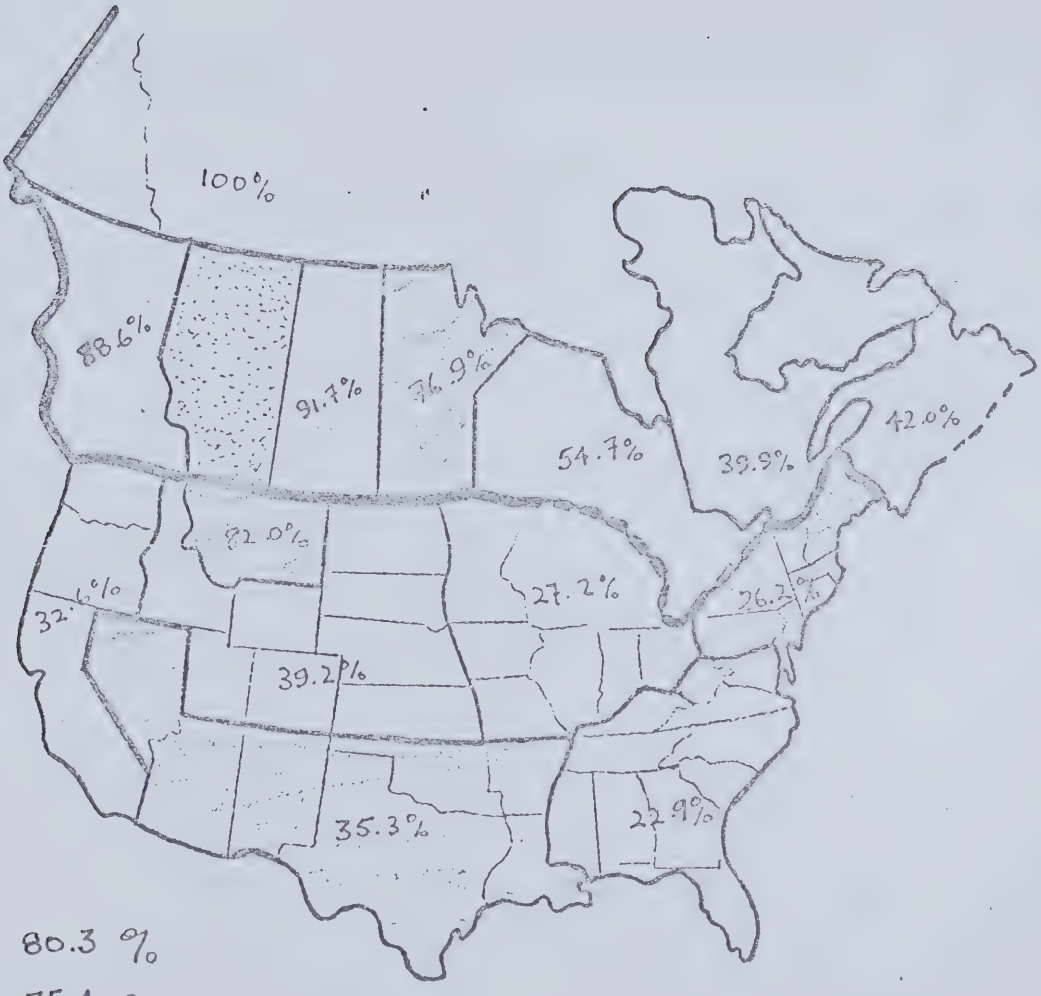


ska 0.4%
ludes Hawaii 0.1%

ANADA TOTAL	63.7 %
.S.A. TOTAL	34.7 %
THER	1.6 %

REGIONAL ORIGIN OF VISITORS EXPESSED AS PERCENTAGES OF TOTAL PARTIES VISITING THE PROVINCE

Alaska 56.6%



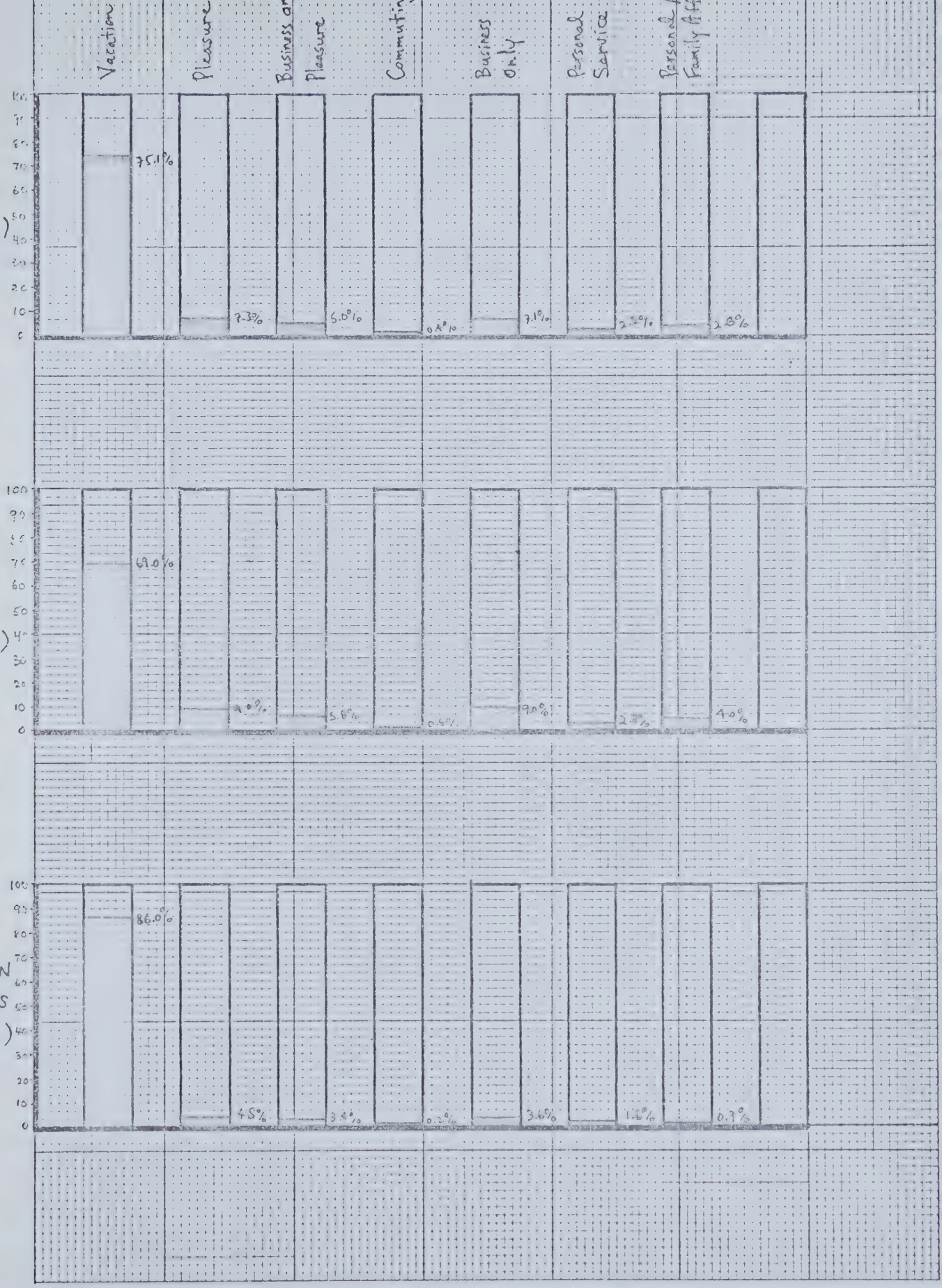
NADA TOTAL 80.3 %

S.A. TOTAL 35.4 %

HER 18.9 %

REPEAT VISITS EXPRESSED AS PERCENTAGES OF TOTAL VISITS BY REGION OF ORIGIN

PLATE 10

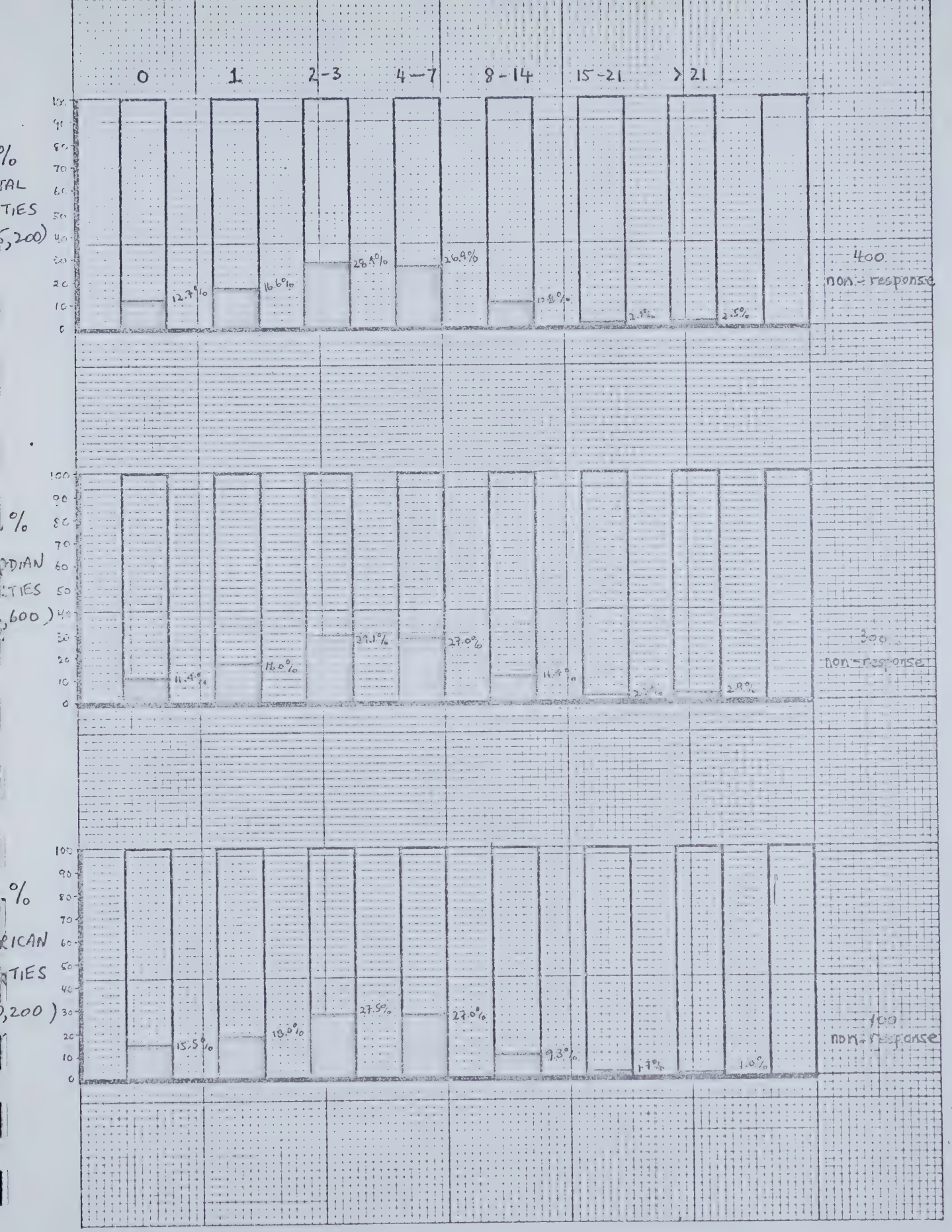


PRIMARY PURPOSES FOR VISITING ALBERTA

PLATE 11

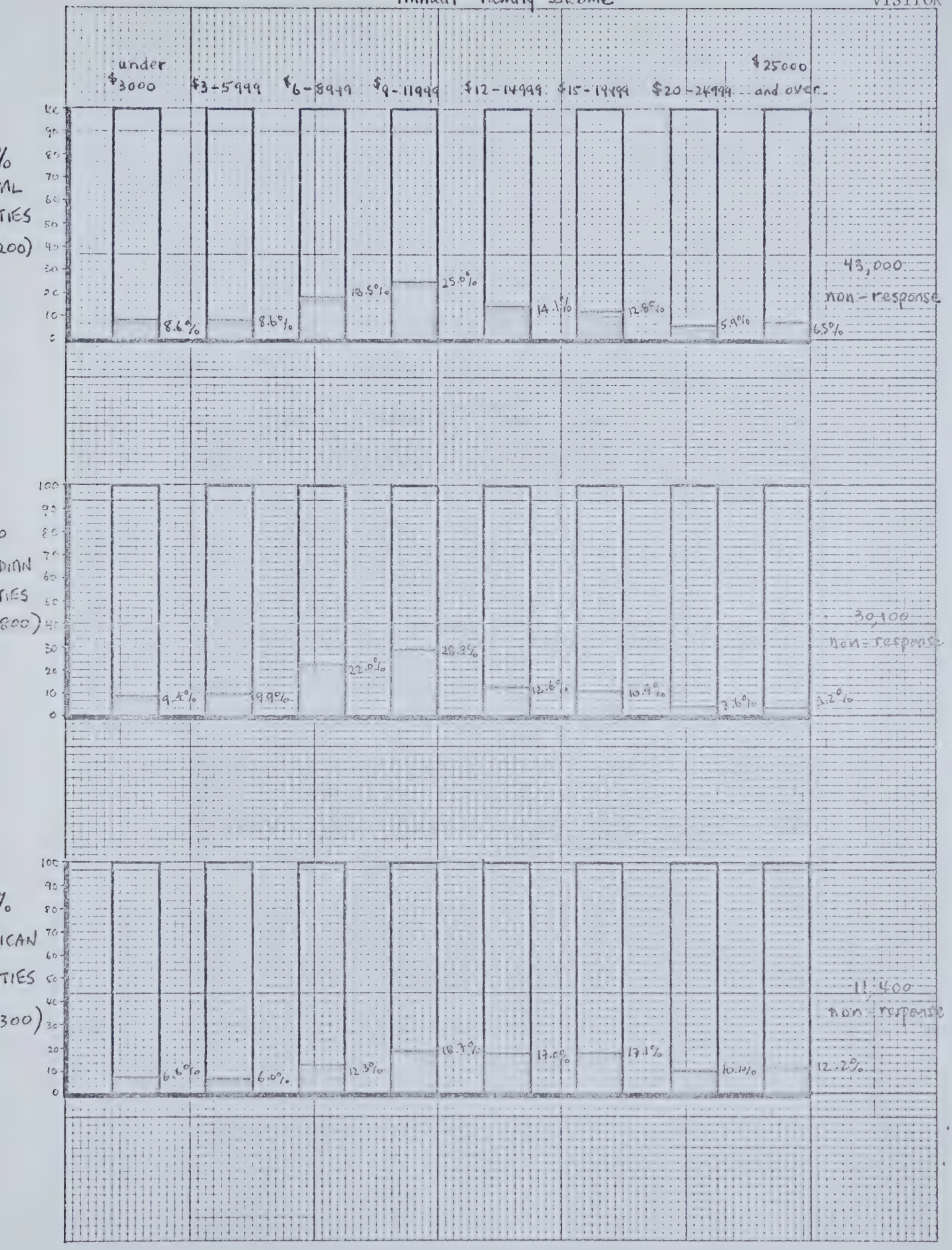
PRIMARY DESTINATIONS IN ALBERTA

PLATE 12



NUMBER OF PARTIES BY NIGHTS SPENT IN ALBERTA

PLATE 13



DISTRIBUTION OF VISITING PARTIES

PLATE 14

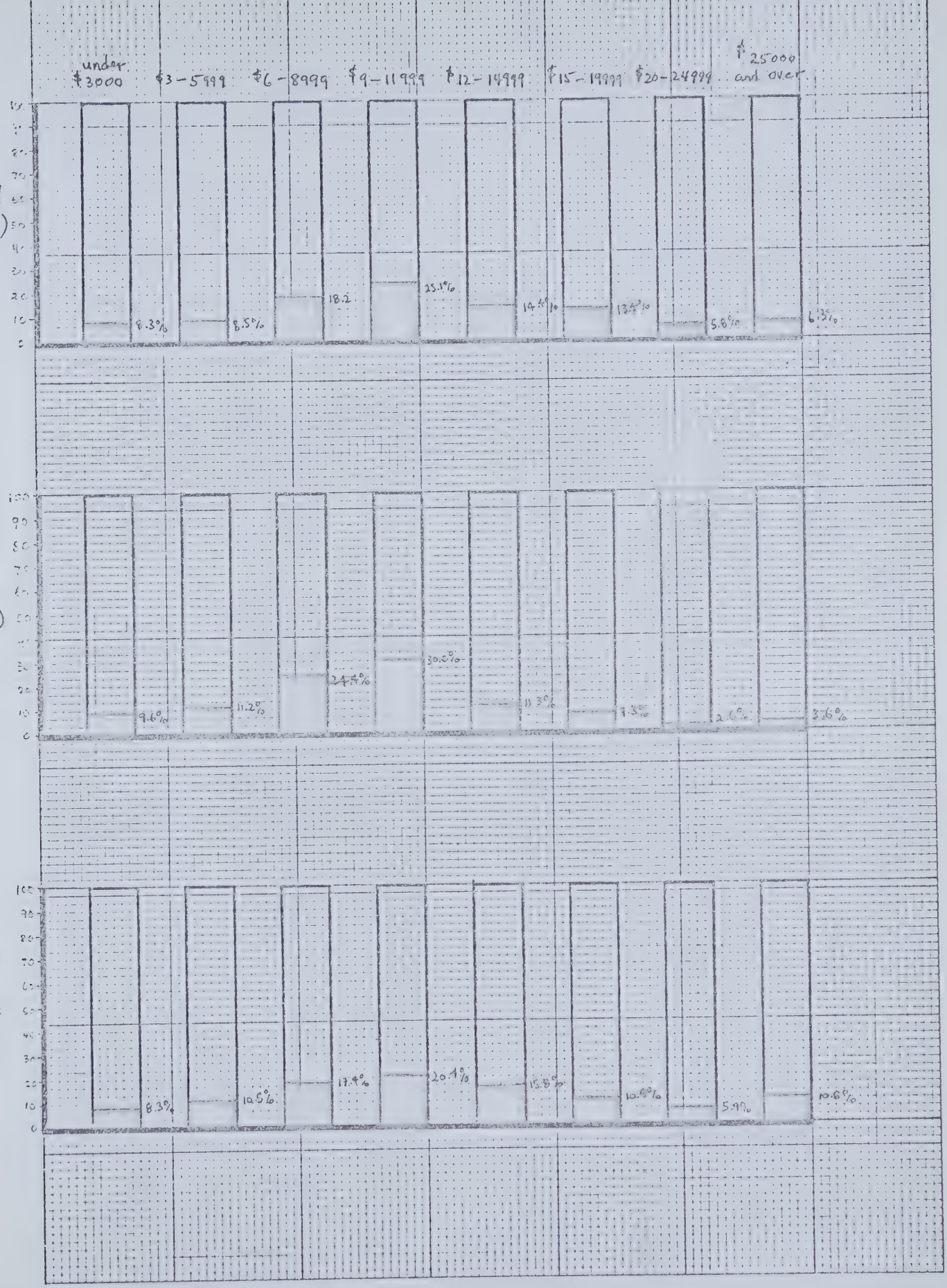
(iii) TYPE OF TRIP AND VISITOR INDUCEMENT FACTORS

Type of trip distributed by family income is shown in Plate 15. A relatively lower income range is associated with those parties on a pleasure trip than those parties on a vacation trip. "Pleasure" trips were defined on the questionnaire as lasting 4 days or fewer to distinguish them from the longer "vacation" trips.

As experienced in 1966 parties on business trips are predominantly destined for Calgary or Edmonton, and a large proportion of those parties on vacation or pleasure trips are destined for the National Parks. Nevertheless, it should be pointed out that almost one-quater of the parties on vacation trips were destined for Calgary or Edmonton.

Plate 17 shows the factors which induced visiting parties to come to Alberta. The indicated effect of Government travel information was considerably less in 1971 than it was in 1966 i.e.: 2.9% and 7.6% respectively. But Government travel information is still significantly more effective as an inducement to U.S. residents that it is to Canadians.

The limited impact of magazine advertising as compared to travel literature and articles or films is shown in Plate 18. Plate 19 indicates that the $12,000 to $20,000 income range is most influenced by government travel information. The small numbers of parties represented on these plates indicate that caution is needed in interpreting the results; the level of uncertainty will be relatively high.



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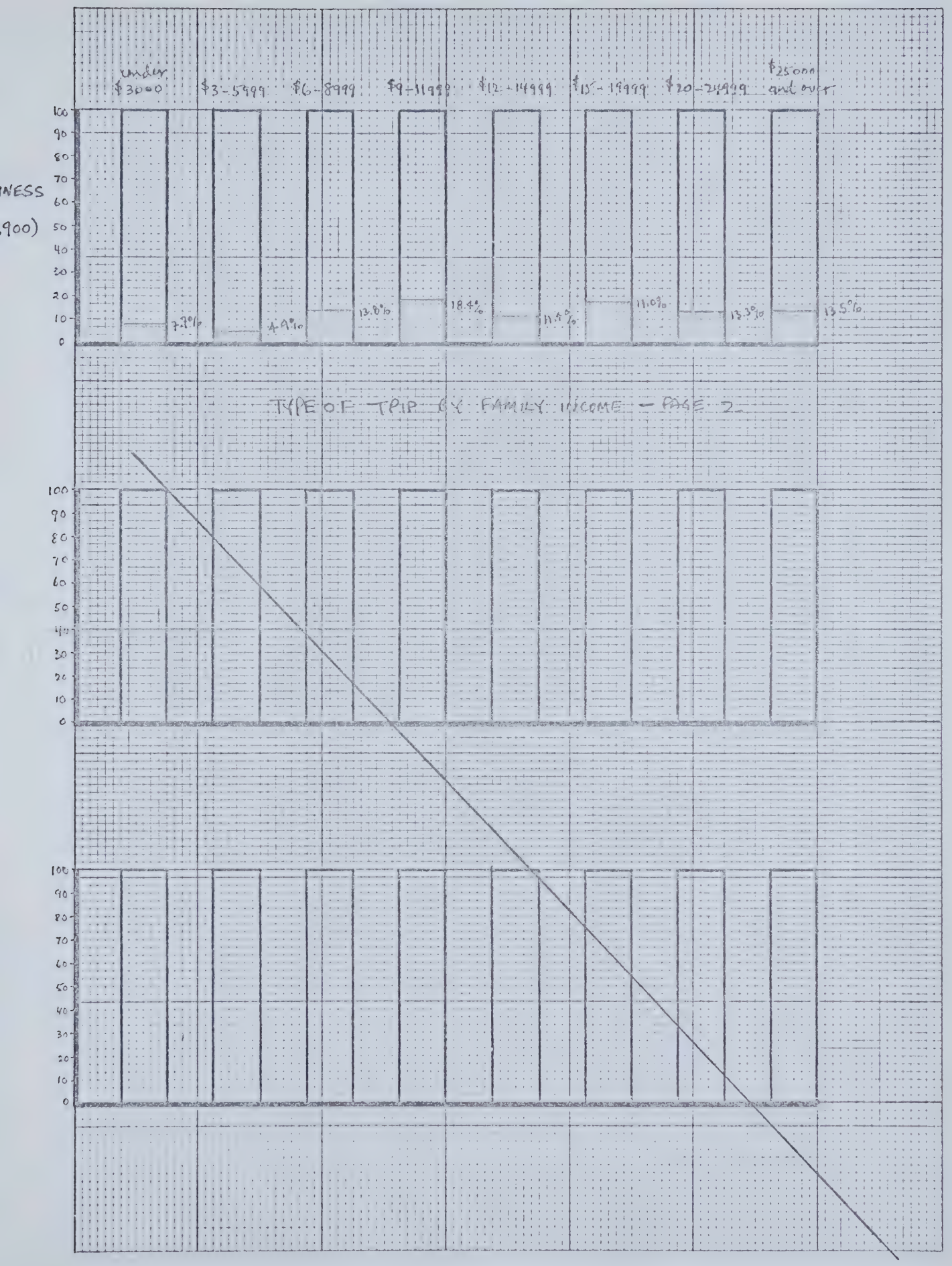
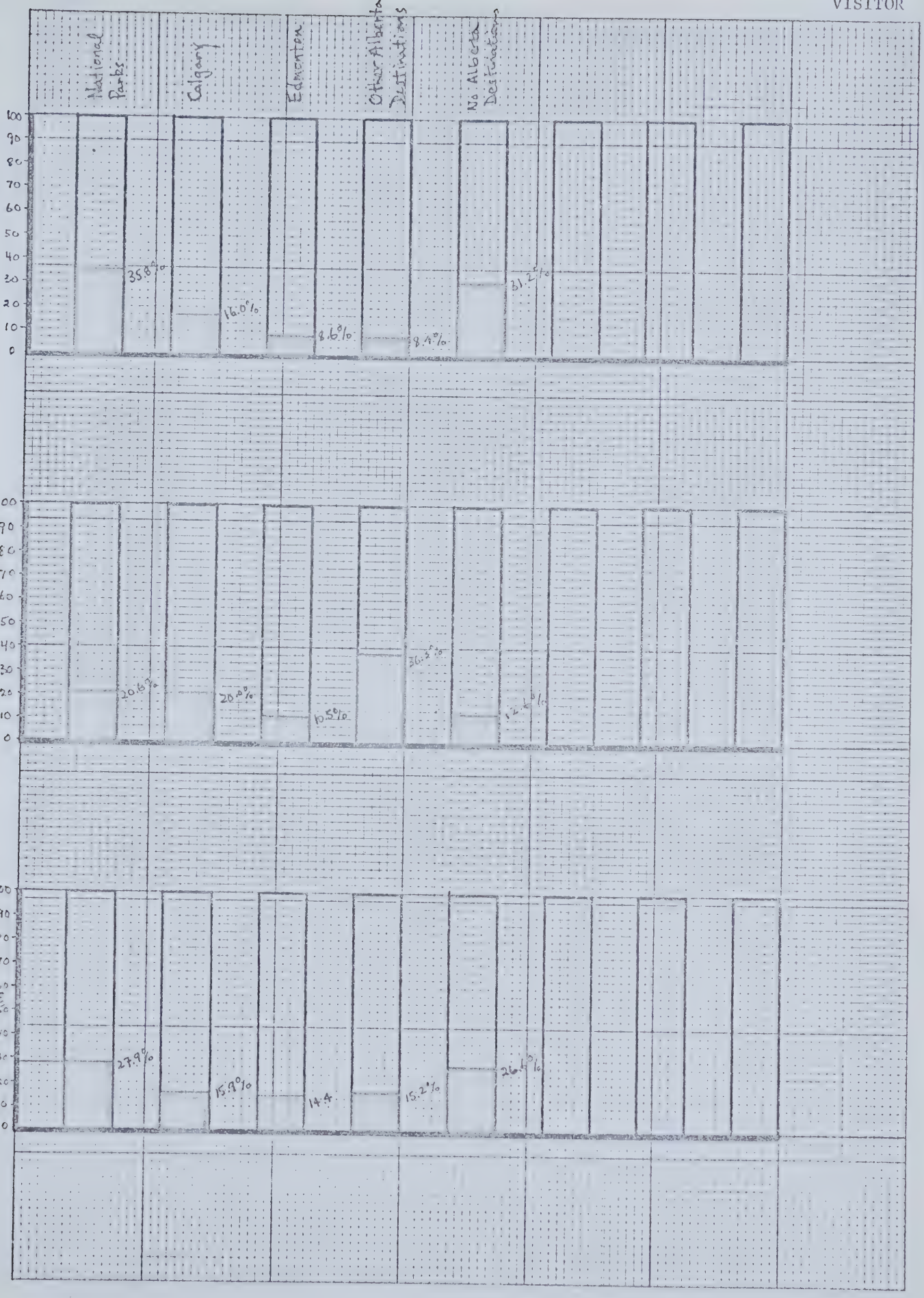
TYPE OF TRIP BY FAMILY INCOME – PAGE 1

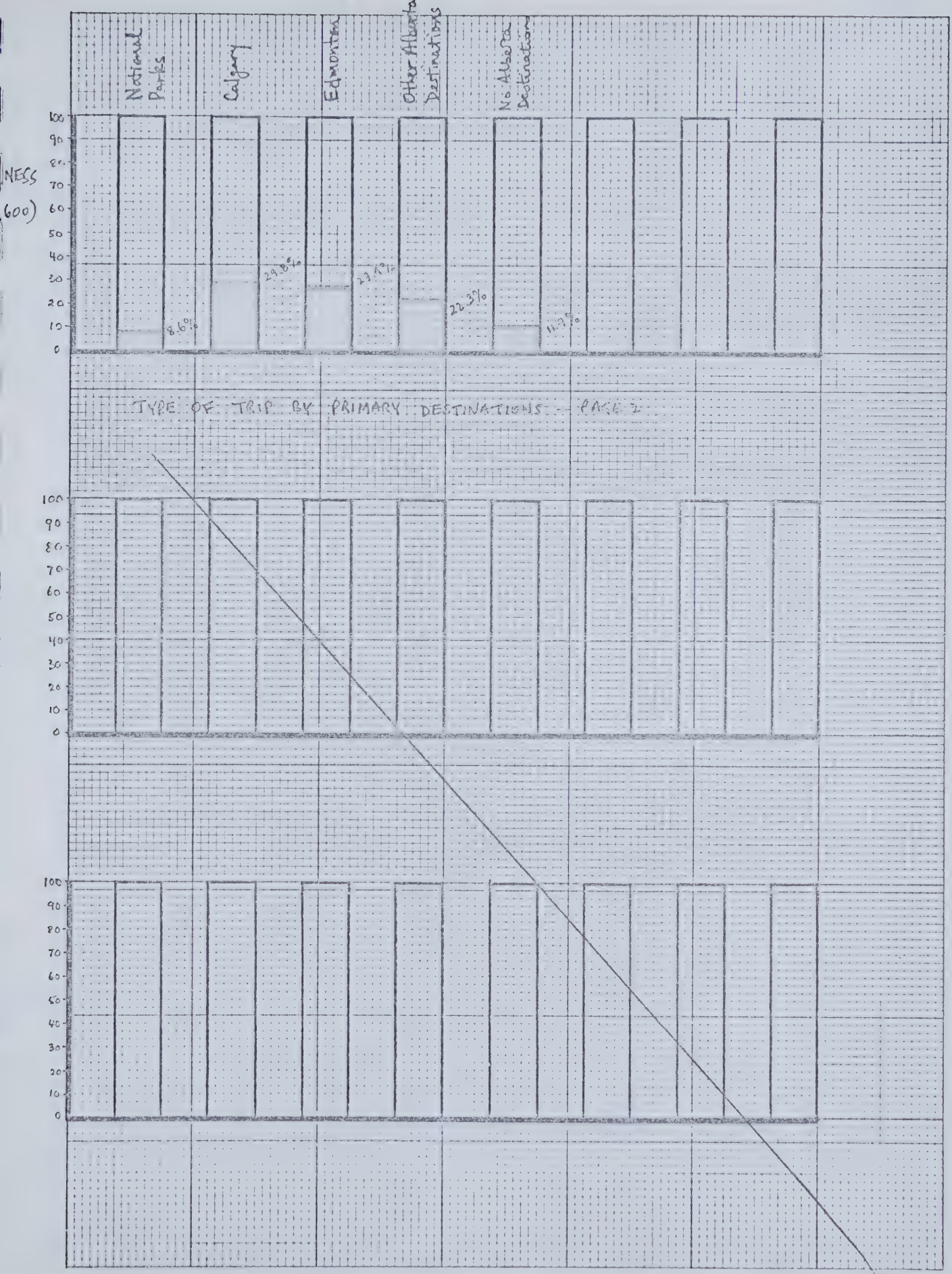
PLATE 15


under $3000
$3-5999
$6-8999
$9-11999
$12-14999
$15-19999
$20-24999
$25000 and over
7.2%
4.9%
13.8%
18.4%
11.4%
11.0%
13.3%
13.5%
TYPE OF TRIP BY FAMILY INCOME — PAGE 2



TYPE OF TRIP BY PRIMARY DESTINATIONS — PAGE 1

PLATE 16



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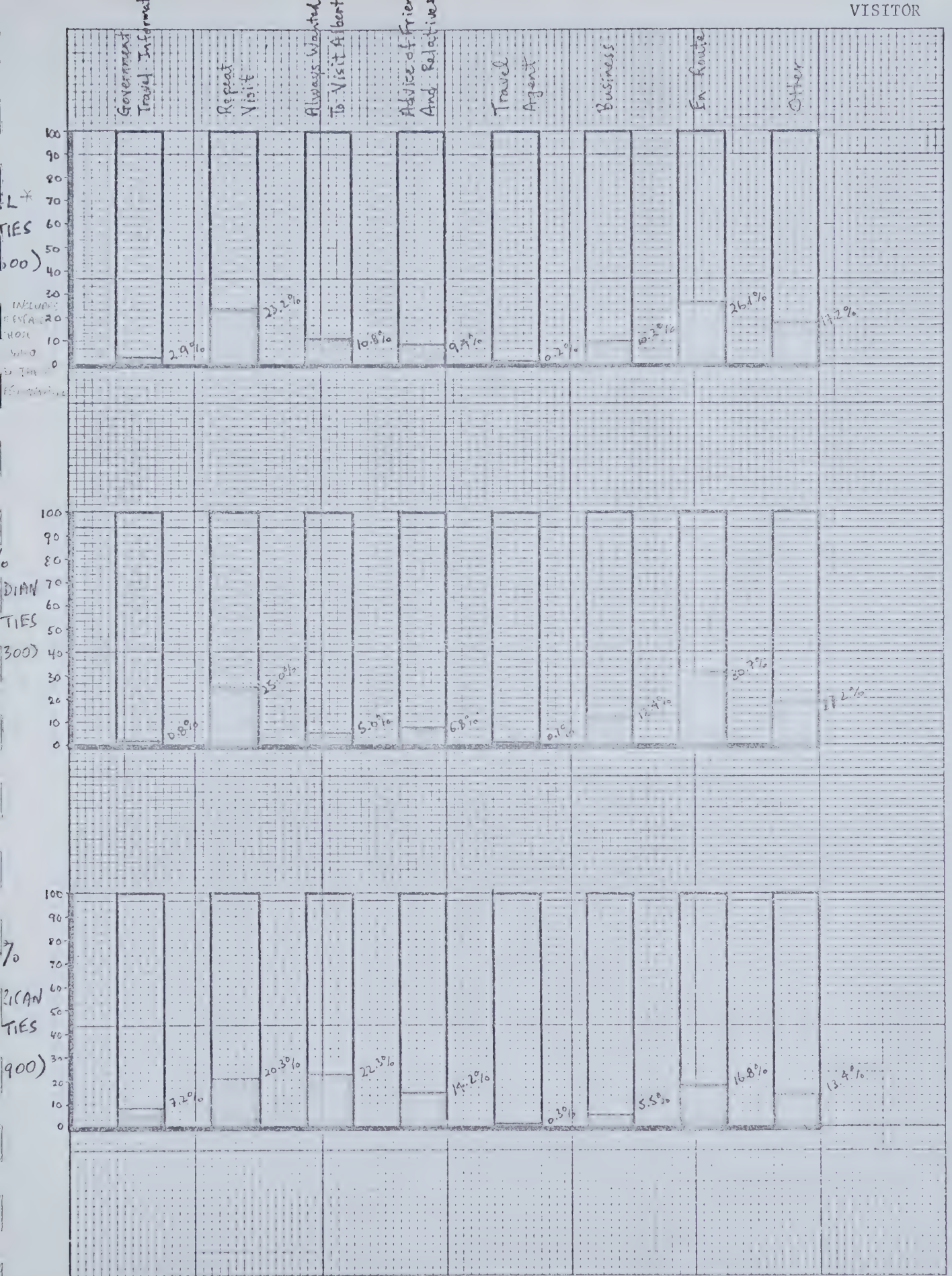
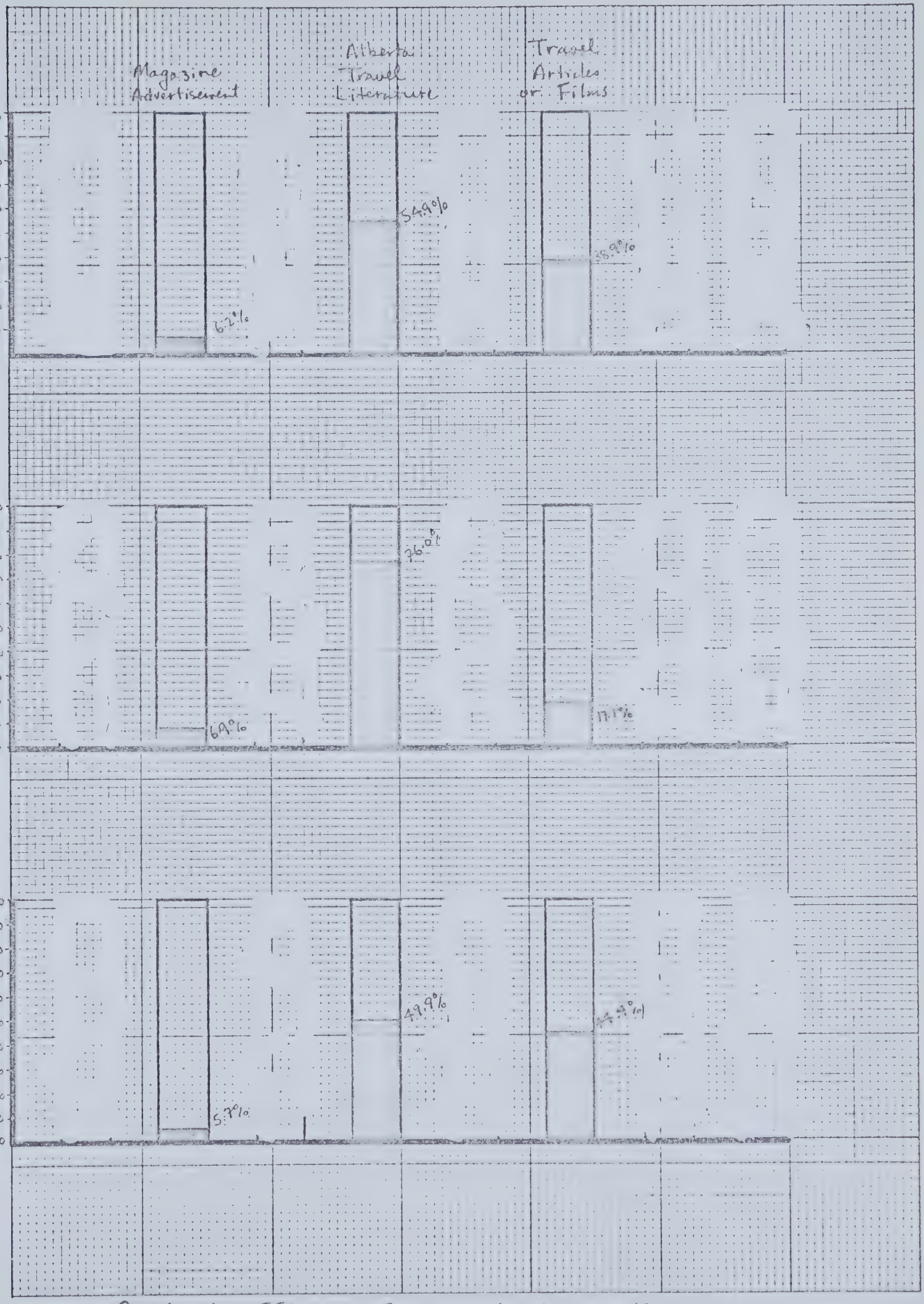
TYPE OF TRIP BY PRIMARY DESTINATIONS - PAGE 2

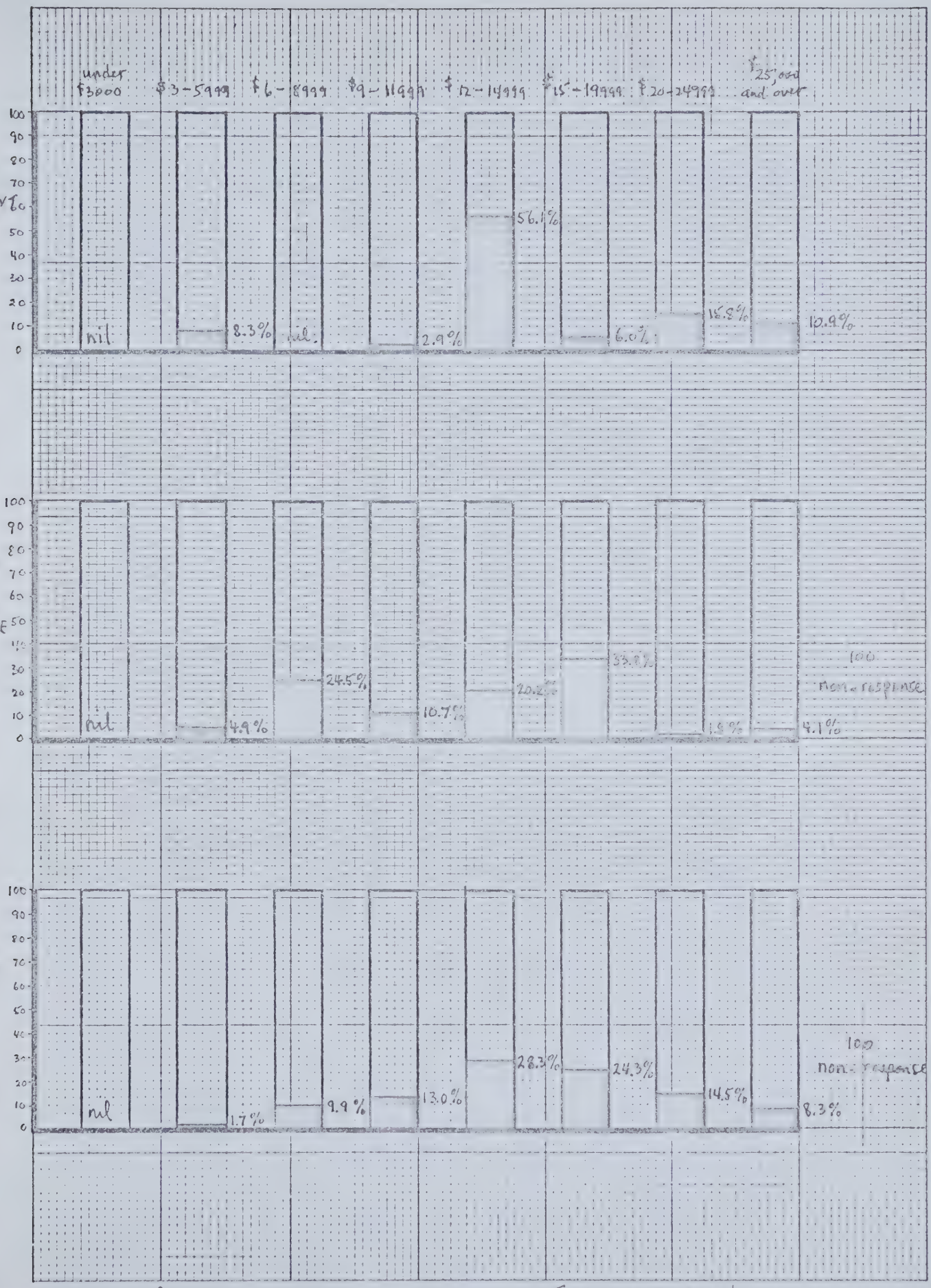


INDUCEMENT FACTOR DISTRIBUTION



RELATIVE EFFECT OF GOVERNMENT TRAVEL INFORMATION
(See Plate)

PLATE 18



RELATIVE EFFECT OF GOVERNMENT TRAVEL INFORMATION BY INCOME RANGES
(See Plate 1)

(iv) VISITOR EXPENDITURES

The expenditures made by visitors during their last 24 hours in Alberta, and during their entire stay in the Province, are shown by component in Plates 20 and 21 respectively.

Expenditures according to type of trip and type of accommodation patronized are presented in Plate 22.

Component	No. of Parties Making an Expenditure	No of Parties Making No Expenditure	Total No.[1] of Parties	Dollars Spent by Parties Making an Expenditure	Ave. $'s Spent/Party	
					Parties Spending	All Parties
Meals and refreshments in restaurants and hotels	243,084	156,895	399,979	$ 3,205,382	$13.19	$ 8.01
Groceries and berverages bought in a store	90,917	309,306	400,223	903,507	9.94	2.26
Lodging	179,727	220,433	400,160	2,452,502	13.65	6.13
Automobile expense - gas and oil	287,255	112,958	400,213	3,208,606	11.17	8.02
Automobile expense - repairs and maintenance	13,082	386,859	399,941	459,371	35.11	1.15
Non-auto transportation	25,062	375,184	400,246	531,413	21.20	1.33
Recreation and entertainment	60,239	339,982	400,221	696,559	11.56	1.74
All other goods and services	88,486	311,739	400,225	1,620,682	18.32	4.05
				$13,078,022		$32.69

Note 1: Total number of parties includes only those parties which disclosed their component expenditures.

VISITOR EXPENDITURES IN LAST 24 HOURS IN ALBERTA BY COMPONENT

Component	Total Expenditures	Percent of Total	Total Expenditure Per Party Making Expenditure
Meals & refreshments in restaurants & hotels	$ 16,373,000	28.1	$ 44
Groceries & beverages bought in a store	4,619,000	7.2	11
Lodging	11,904,000	18.8	34[1]
Automobile expense - gas and oil	10,957,000	21.8	40[2]
Automobile expense - repairs and maintenance	2,848,000	4.3	8[2]
Non-auto transportation	1,307,000	2.6	28[3]
Recreation and entertainment	4,689,000	5.5	9
All other goods & services	7,860,000	11.7	18
TOTAL	$ 60,557,000	100.0	

Note 1: The average is based on the 353,800 parties that stayed overnight.

Note 2: The average is based on the 346,500 parties that travelled by car, station wagon, truck camper or motor home.

Note 3: The average is based on the 58,700 parties that travelled by public carrier.

VISITOR EXPENDITURES IN ALBERTA BY COMPONENTS

Purpose of Trip	Total Expenditures	Total Parties	Average Expend. Per Party	Average Nights Per Party	Average Expenditures Per Party Per Night
Vacation	$45,669,100	304,300	$ 150	4.79	$ 31
Pleasure	2,916,600	29,800	98	1.83	53
Combined Business and Pleasure	4,457,000	20,400	218	11.74	19
Commuting to Work	119,300	1,600	75	18.76	4
Business Only	5,188,800	28,600	181	7.29	25
Personal Service	737,200	9,100	81	3.52	23
Personal/Family Affairs	1,469,000	11,400	129	3.94	33
TOTAL	$60,557,000	405,200	$ 149	5.10	$ 29

(a) TOTAL RESIDENT EXPENDITURES IN ALBERTA BY TYPE OF TRIP

Type of Accommodation	Total Expenditures	Total Parties	Average Expend. Per Party	Average Nights Per Party	Average Expenditures Per Party Per Night
Parties Using fixed accommodation only[1]	$28,520,000	117,500	$ 243	4.61	$ 53
Parties Using non-fixed accommodation only[2]	24,850,000	211,400	118	6.28	19
Parties Using mixed accommodation	5,332,000	24,800	215	7.07	30
Parties not using accommodation[3]	1,855,000	51,500	36	-	-
TOTAL	$60,557,000	405,200	$ 149	5.10	$ 29

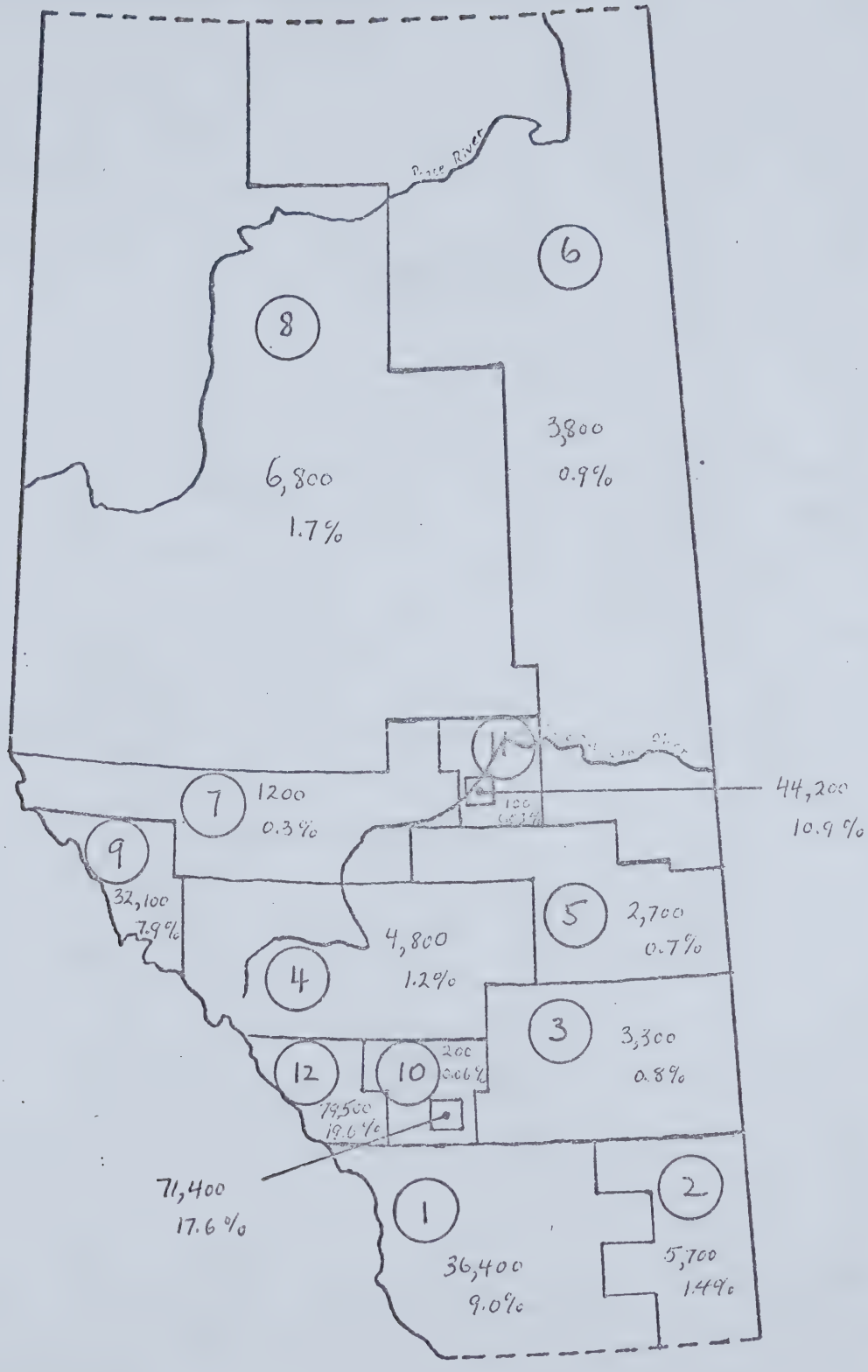
Note 1: Hotels, motels, lodges, etc.
Note 2: Homes of friends or relatives, tents, trailers, etc.
Note 3: Those parties not using accommodation did not stay overnight in Alberta.

(b) TOTAL VISITOR EXPENDITURES IN ALBERTA BY TYPE OF ACCOMMODATION

(v) VISITOR TRAVEL PATTERNS

The relative importance of traffic zones as a primary destination for visitors is indicated in Plate 23. Comparisons with the 1966 survey results must be approached with caution, as the zone configuration is altered somewhat. However, it should be noted that the relative importance of Calgary and Edmonton has decreased slightly from 1966.

Plate 24 is a schematic presentation of exit routes by entry route for automobile parties, with no attempt made to trace the detailed route within the Province. As found in 1966, a large proportion of the visitors travel on the Trans-Canada Highway during their trip. The importance of the Yellowhead Route can be evidenced from the fact that in the summer of 1971 nearly 13% of the automobile visitors entered the Province via this route. Although this highway was closed for construction purposes during most of the summer of 1966, it is unlikely that the construction had a substantial effect on the number of visitors to the Jasper area as the highway was previously of secondary class.



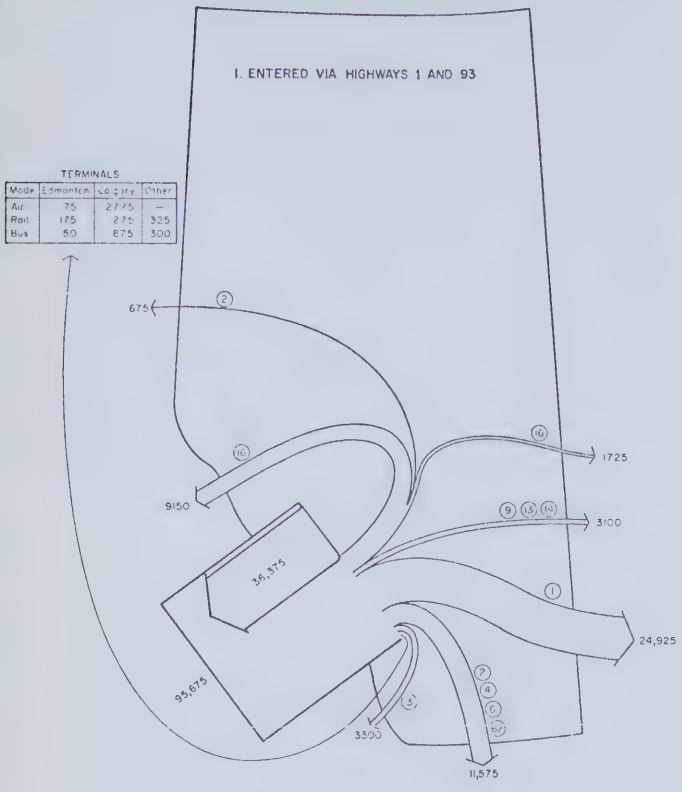
112,600 VISITING PARTIES (27.8%)
HAD NO SPECIFIC DESTINATION
WITHIN ALBERTA.

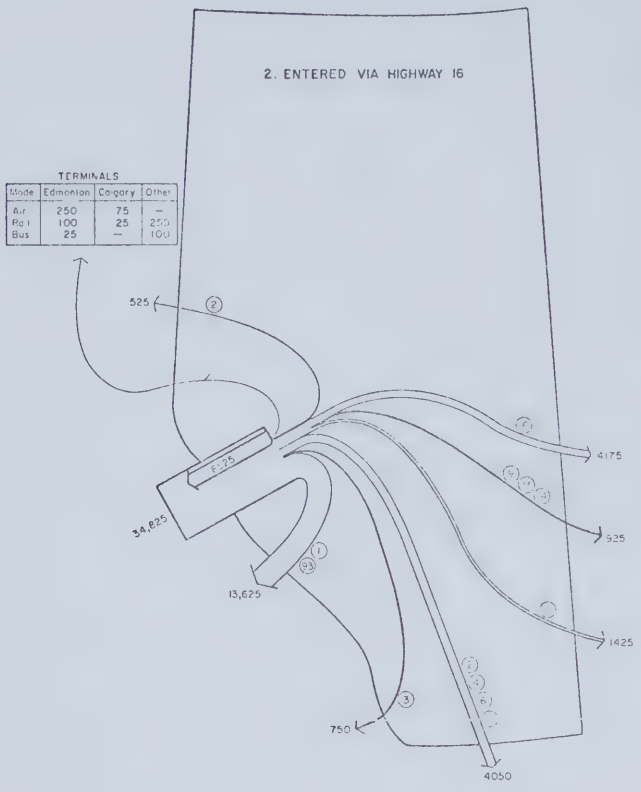
400 PARTIES (0.1%) DID NOT RESPOND

NUMBER OF PARTIES BY ZONE OF PRIMARY DESTINATION

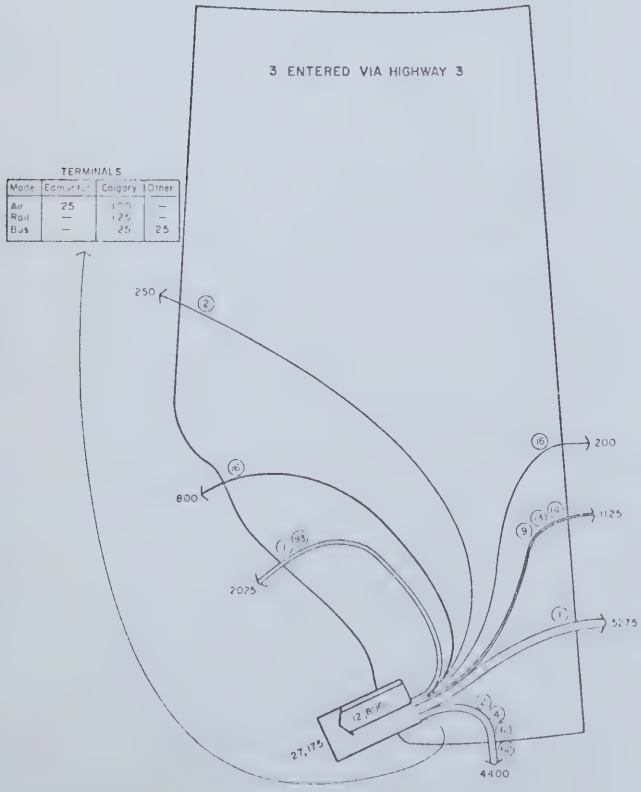
EXIT POINTS BY POINT OF ENTRY FOR AUTOMOBILE* PARTIES

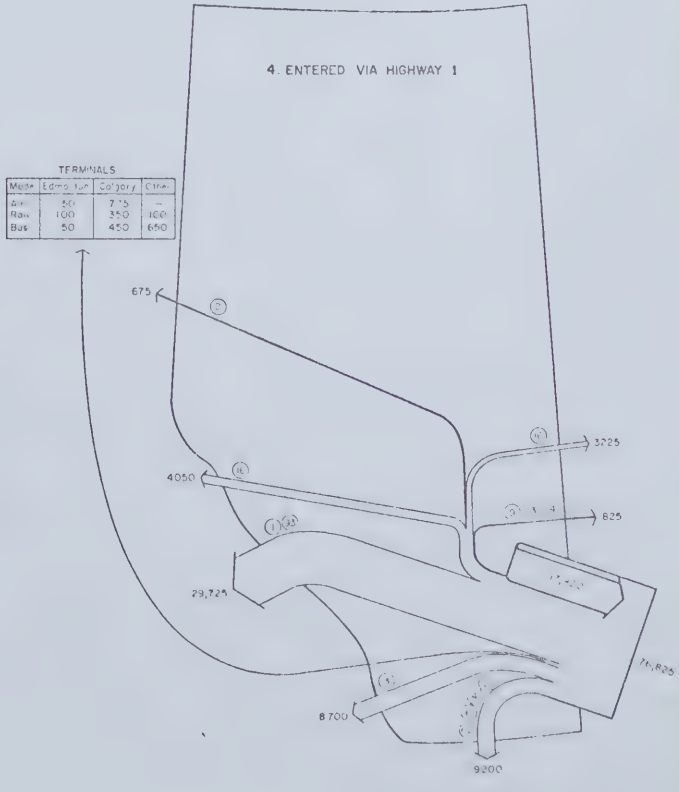
* NOTE : AUTOMOBILES = CARS, STATION WAGONS, TRUCK CAMPERS, AND MOTOR HOMES





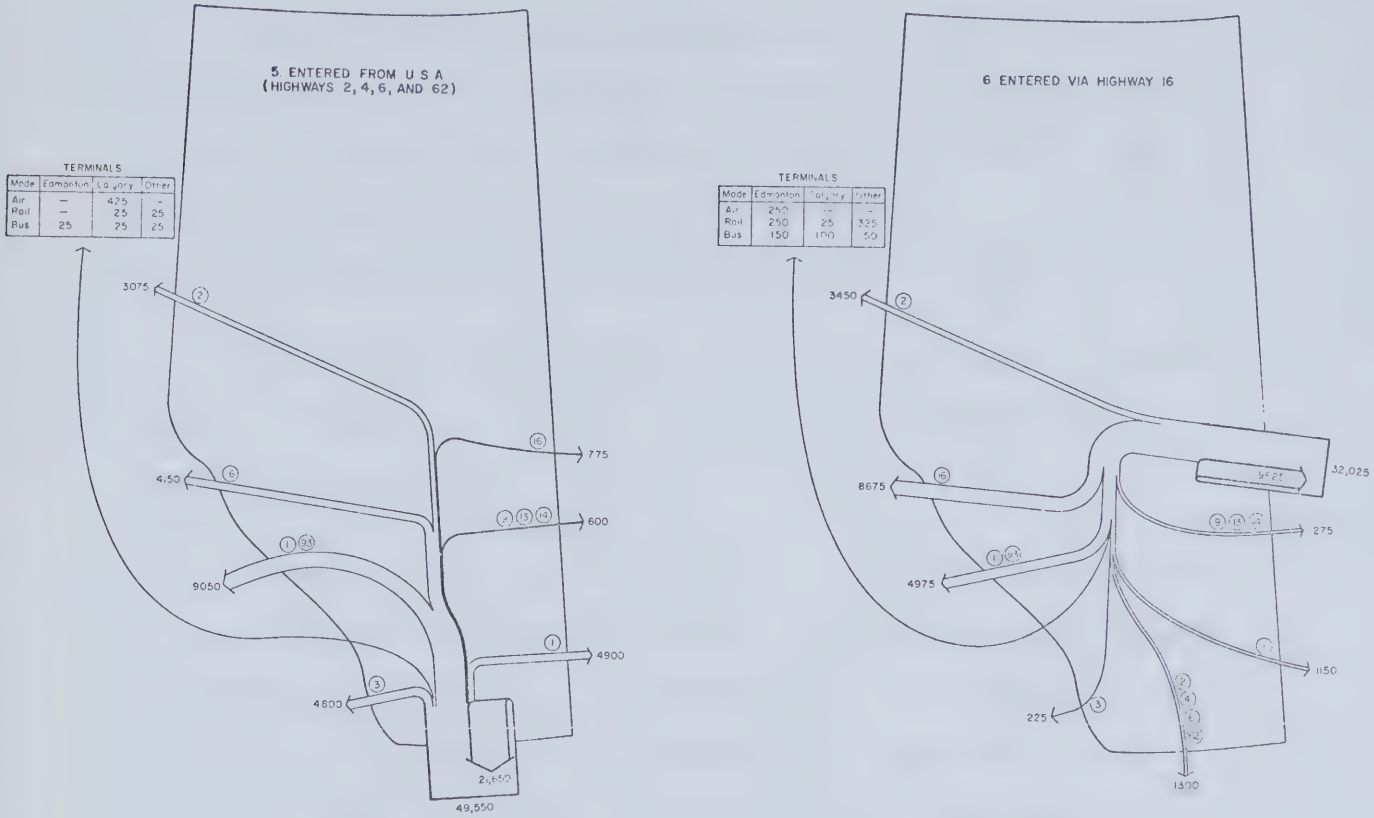
Scale 1 inch = 100,000 Parties





EXIT POINTS BY POINT OF ENTRY FOR AUTOMOBILE* PARTIES

* NOTE: AUTOMOBILES = CARS, STATION WAGONS, TRUCK CAMPERS, AND MOTOR HOMES



Scale 1 inch = 100,000 Parties

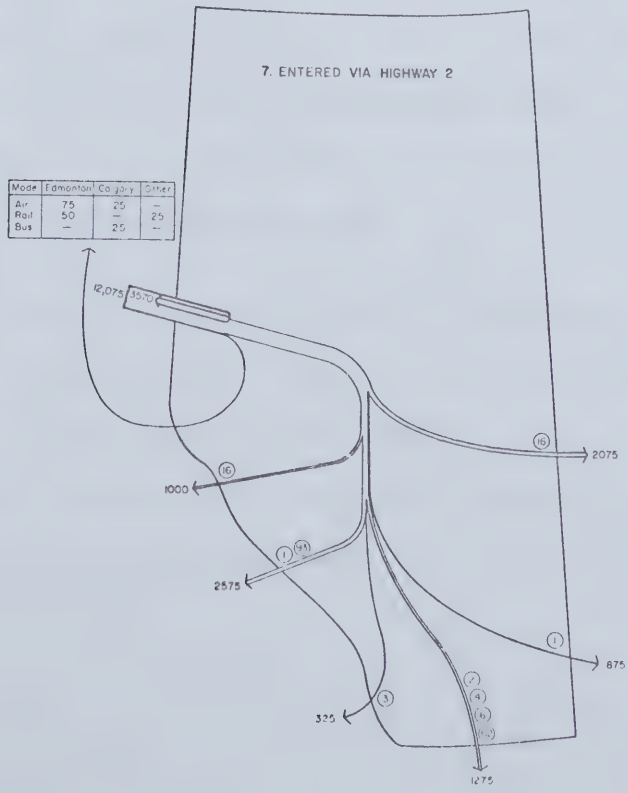


PLATE 24 (Cont'd)

(vi) CALGARY STAMPEDE AND EDMONTON KLONDIKE DAYS

Plate 25 shows party composition, both with and without children, of those visiting parties which stayed in Calgary while attending the Stampede or in Edmonton while attending Klondike Days. Overall, those parties attending these two events have a higher proportion of parties with children than do those parties visiting Alberta for other reasons.

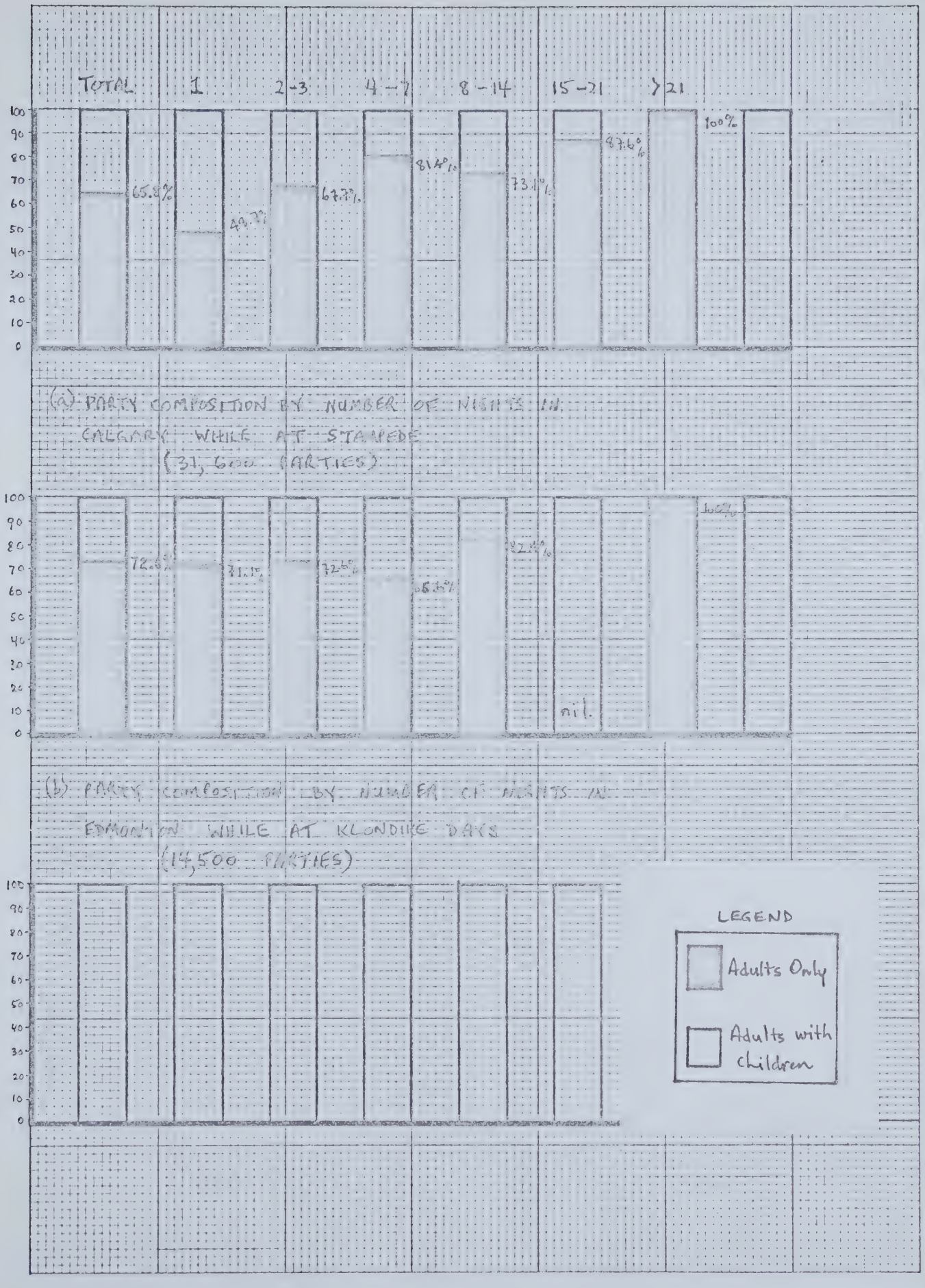
The number of nights spent by U.S. parties, as shown in Plates 26 and 27, is less than that spent by Canadian parties attending the Stampede or Klondike Days.

Plates 28 and 29 show the number of nights spent in Calgary and Edmonton by type of accommodation used when attending either the Stampede or Klondike Days. In both cases, over one-half of the attending parties stay in non-fixed accommodation, indicating that many parties combine a trip to the Stampede or Klondike Days with a visit to the homes of friends or relatives. In both cases, three-quarters of the people attending these events and staying in fixed accommodation stay a total of three days or less. Of the parties attending the Stampede approximately 10% stayed in mixed accommodation, whereas nearly 20% of those people attending Klondike Days stayed in this form of accommodation.

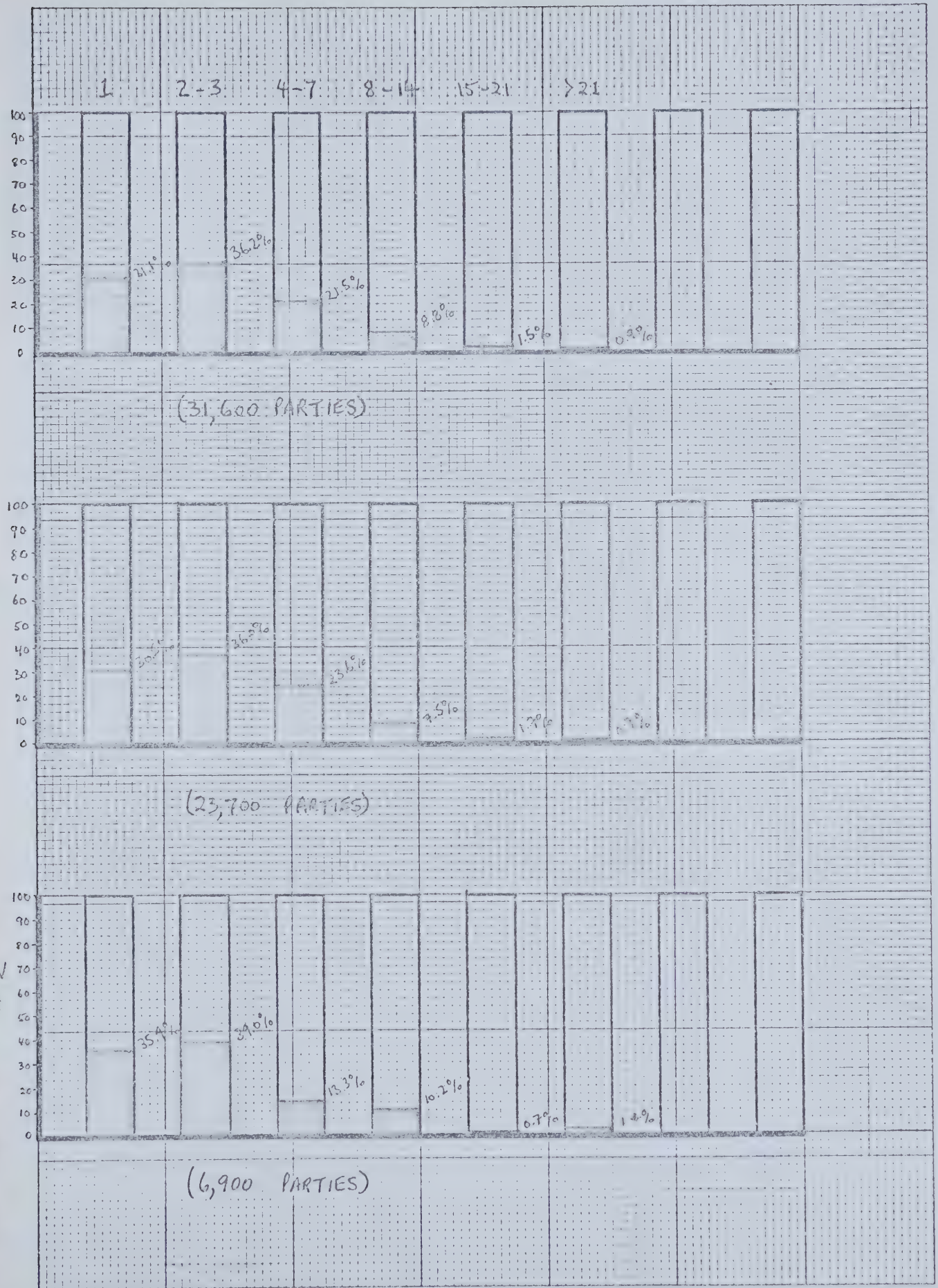
Those parties attending the Calgary Stampede are associated with relatively higher levels of income than those parties attending Edmonton Klondike Days. Plate 30 indicates that over 50% of the parties attending the Stampede earn $12,000 or more, while less than 40% of the parties attending Klondike Days earn that amount.

Plate 31 shows that over 80% of the parties attending either the Stampede or Klondike Days are on vacation trips.

Plate 32 presents the factors which induce visitors to come to Alberta, by parties attending both the Stampede and Klondike Days. As found earlier in this report, the relative effect of government travel information is quite small.

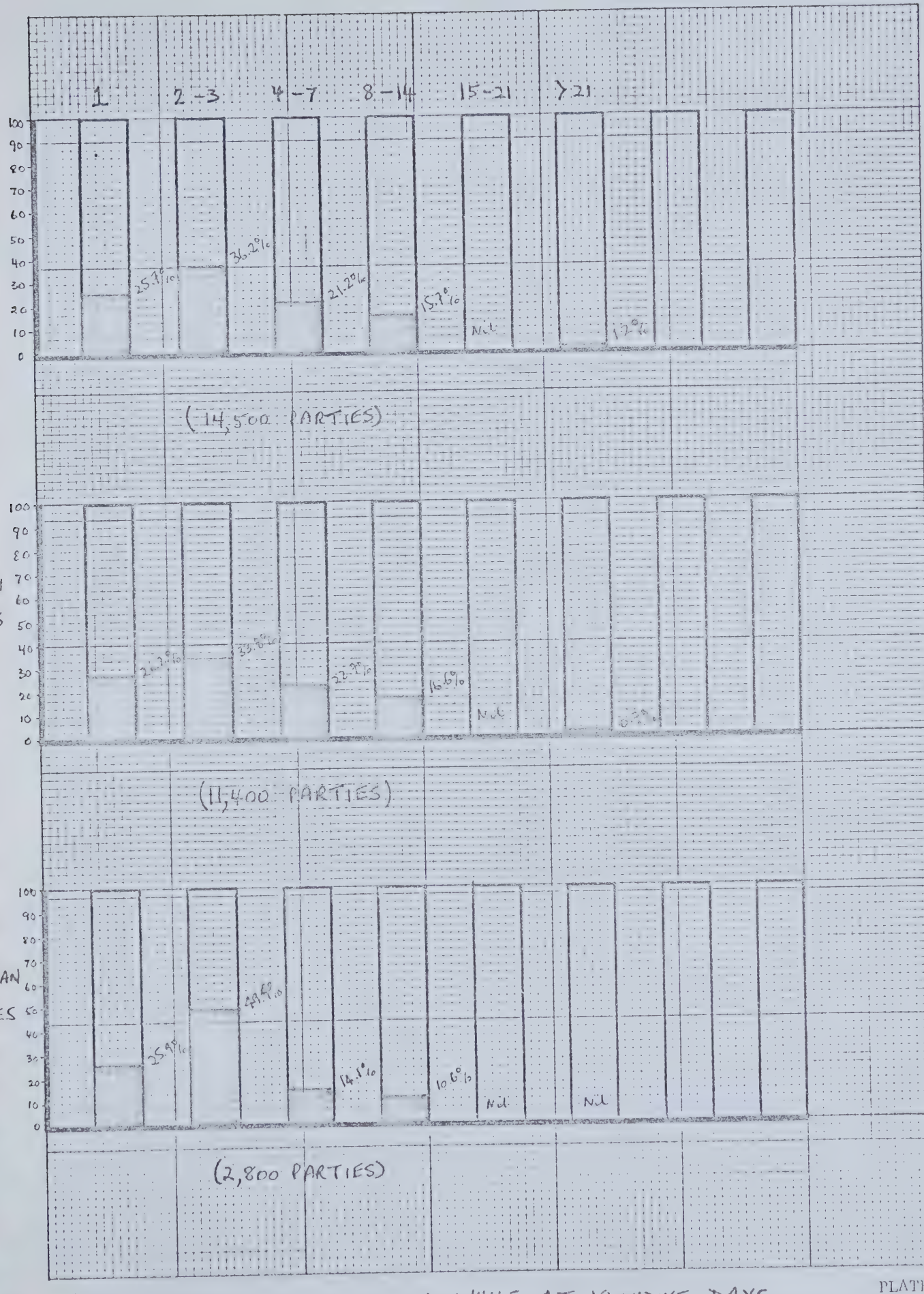


PARTY COMPOSITION



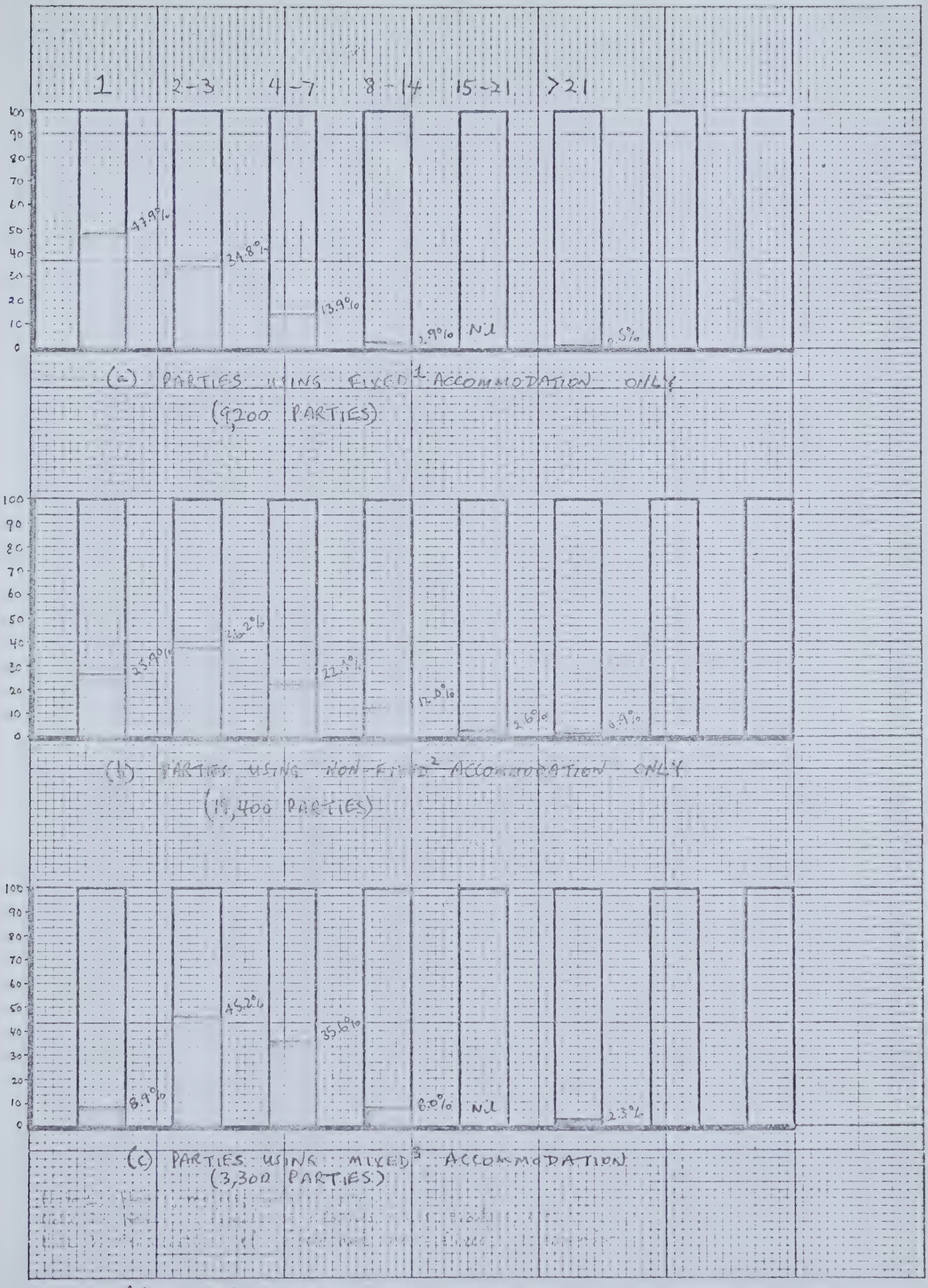
NUMBER OF NIGHTS IN CALGARY WHILE AT STAMPEDE

VISITOR

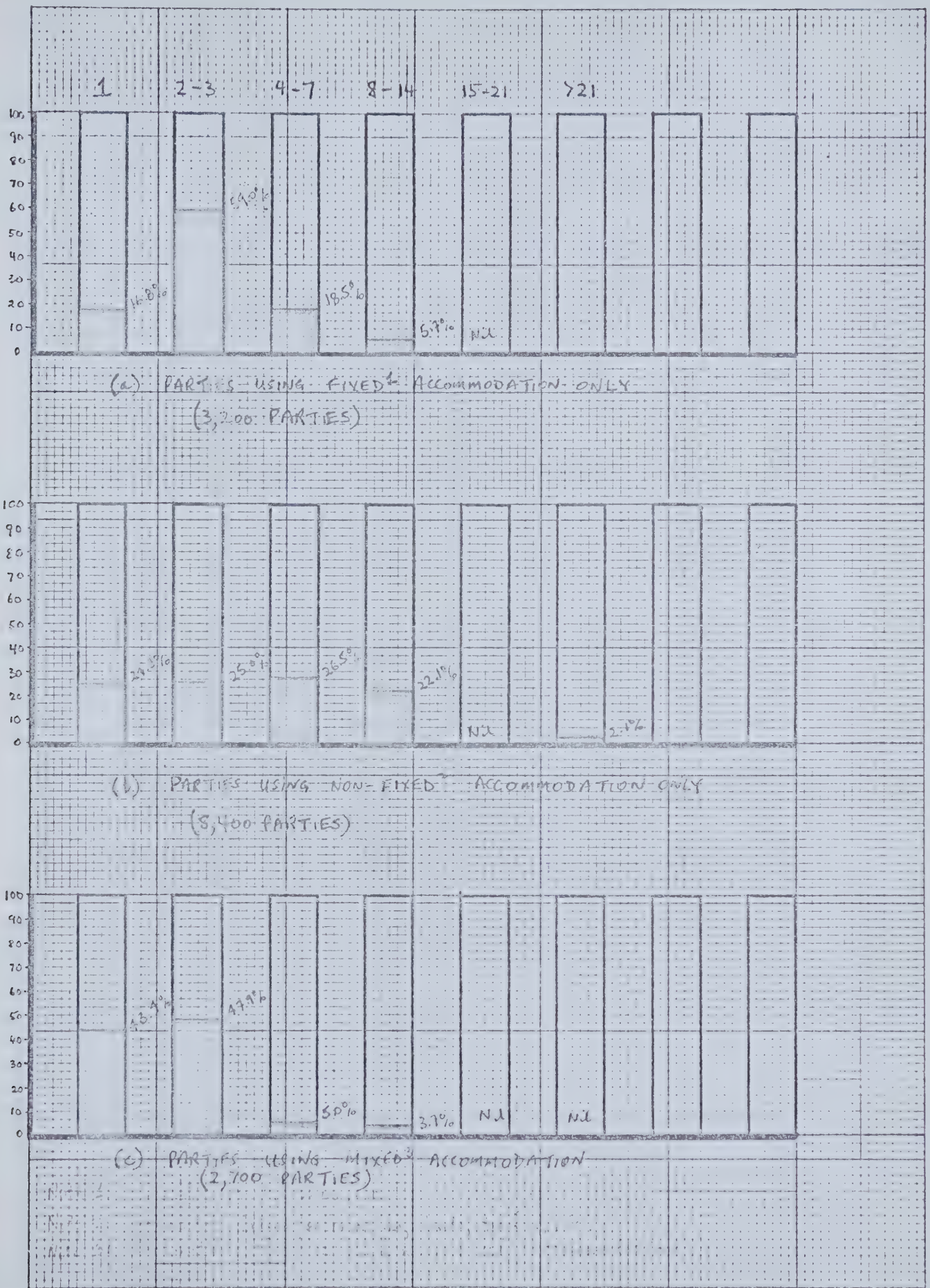


NUMBER OF NIGHTS IN EDMONTON WHILE AT KLONDIKE DAYS

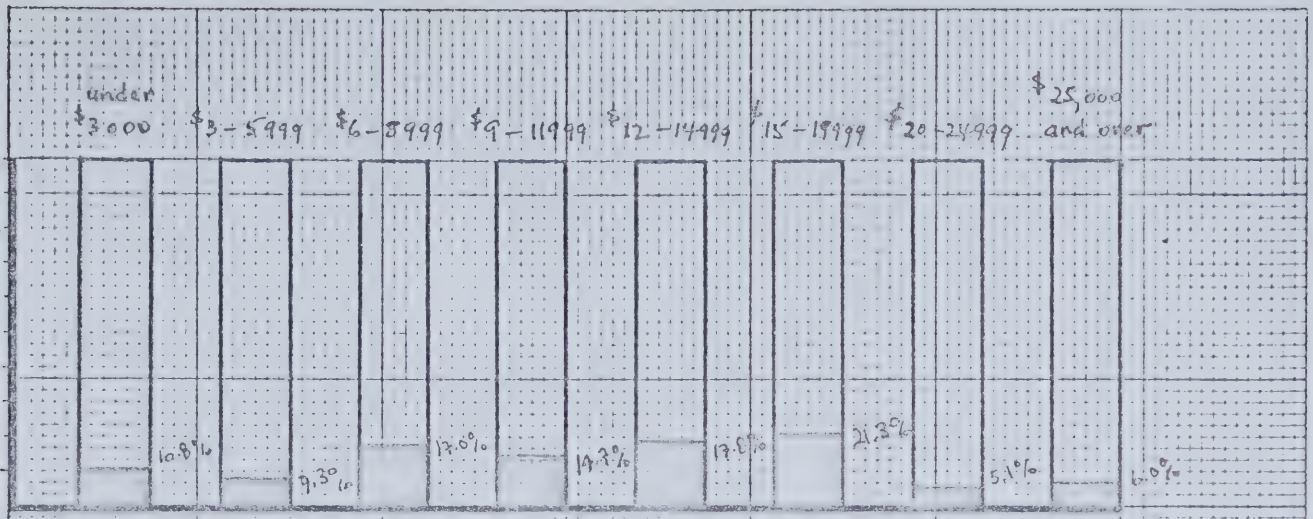
PLATE 27



ACCOMMODATION GROUP BY NUMBER OF NIGHTS IN CALGARY WHILE AT STAMPEDE

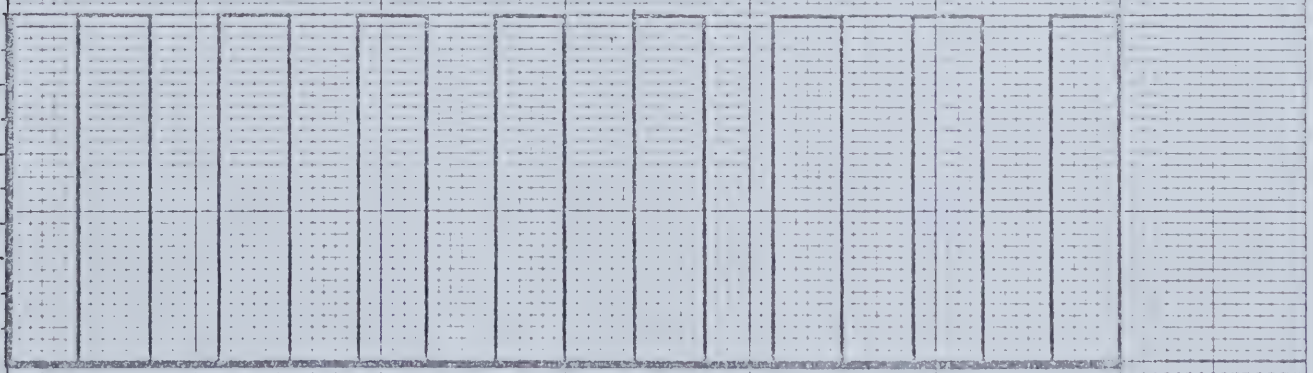


ACCOMMODATION GROUP BY NUMBER OF NIGHTS IN

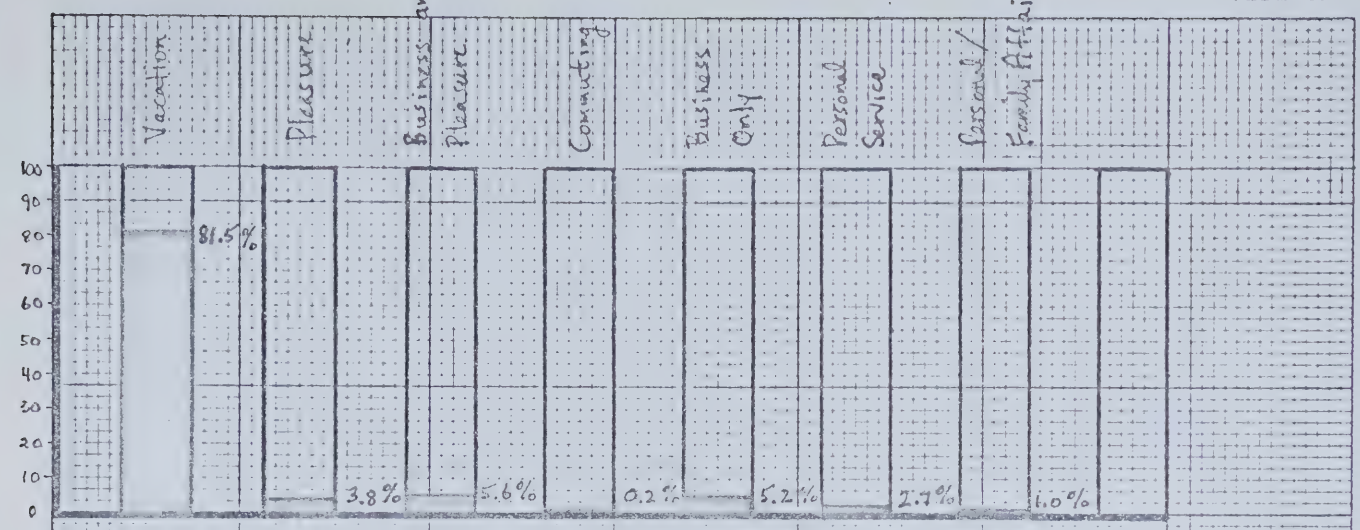


(a) % TOTAL PARTIES STAYING IN CALGARY WHILE ATTENDING STAMPEDE (28,300 PARTIES)

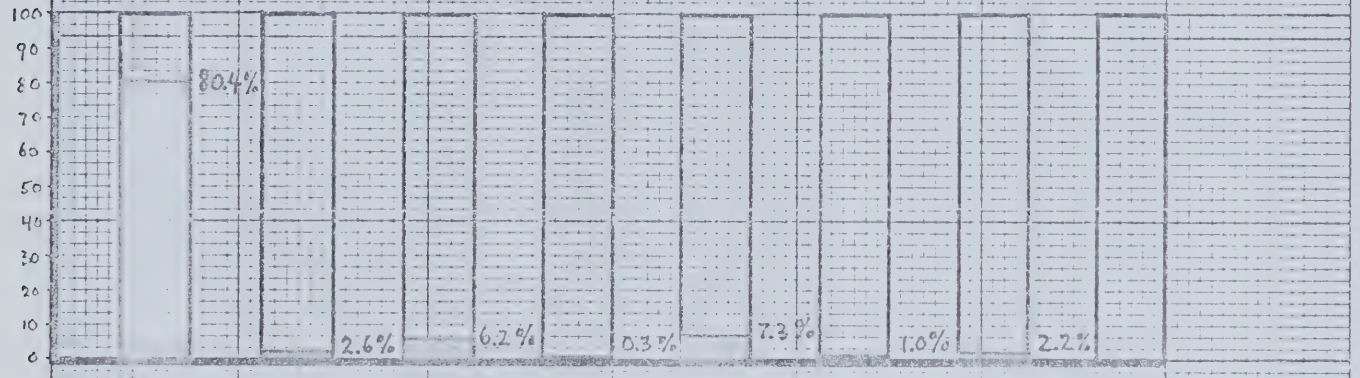
(b) % TOTAL PARTIES STAYING IN EDMONTON WHILE ATTENDING KLONDIKE DAYS (13,700 PARTIES)



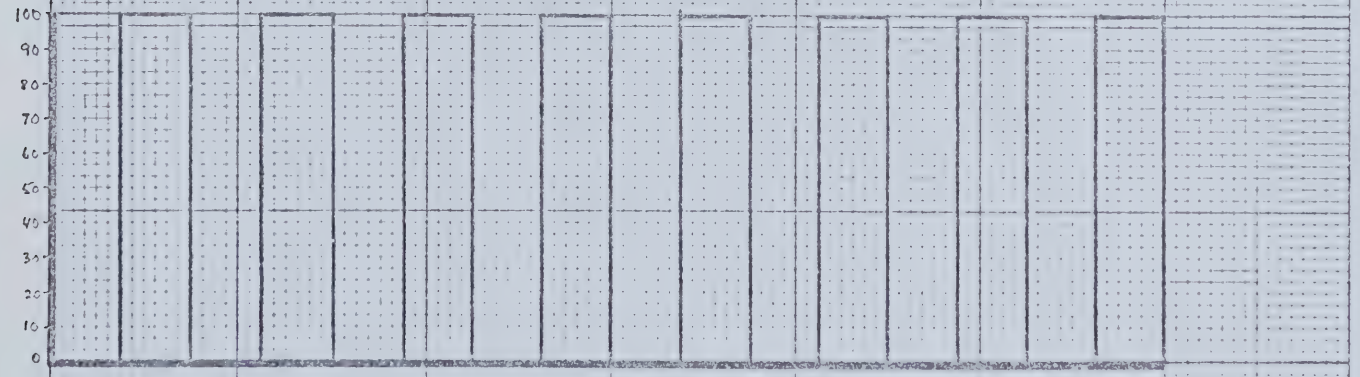
ANNUAL FAMILY INCOME



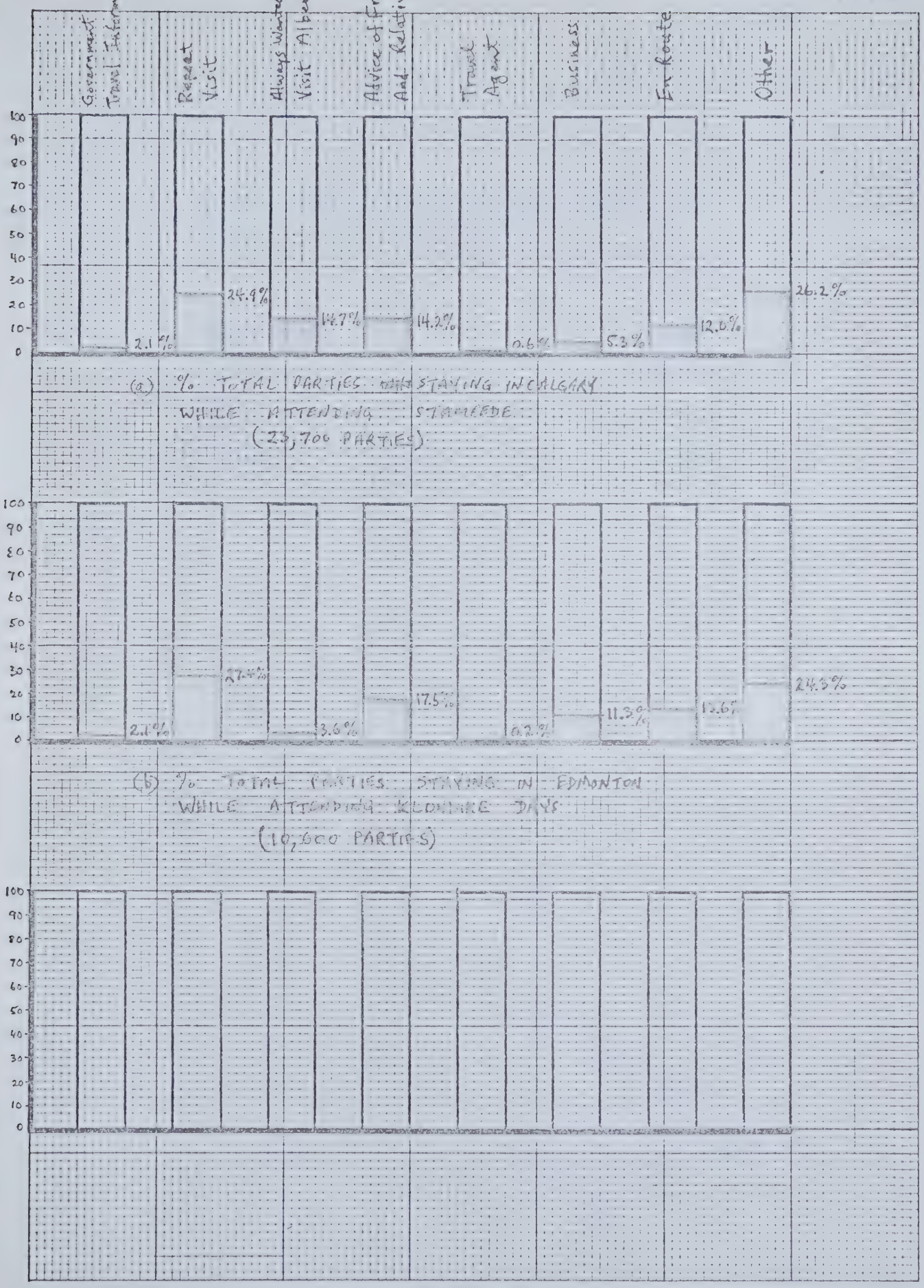
(a) % TOTAL PARTIES STAYING IN CALGARY WHILE ATTENDING STAMPEDE (31,600 PARTIES)



(b) % TOTAL PARTIES STAYING IN EDMONTON WHILE ATTENDING KLONDIKE DAYS (14,500 PARTIES)



TYPE OF TRIP



INDUCEMENT FACTOR DISTRIBUTION

How many Albertans travelled outside the Province during the summer season of 1971?

TOTAL PARTIES	218,300
TOTAL PEOPLE	648,400
ADULTS	501,200
CHILDREN (under 12 years)	147,200
AVERAGE PERSONS PER PARTY	2.97

Where did they come from?

CALGARY	84,700	Parties	38.8%
EDMONTON	57,000	"	26.1%
OTHER	76,600	"	35.1%
TOTAL	218,300	"	100.0%

By what Mode did they travel?

CAR	158,600	Parties	72.7%
STATION WAGON	12,700	"	5.8%
TRUCK CAMPER	13,100	"	6.0%
MOTOR HOME	2,300	"	1.1%
AIR	24,500	"	11.2%
RAIL	4,200	"	1.9%
BUS	2,900	"	1.3%
TOTAL	218,300	"	100.0%

What was their Furthest Destination?

BRITISH COLUMBIA	122,400	Parties	56.1%
SASKATCHEWAN	38,500	"	17.6%
OTHER CANADA	21,000	"	9.6%
U.S.A.	30,400	"	13.9%
OTHER	5,800	"	2.7%
NON-RESPONSE	200	"	0.1%
TOTAL	218,300	"	100.0%

How many Nights did they spend outside Alberta?

0	Nights	14,400	Parties	6.6%
1	"	14,800	"	6.8%
2 - 3	"	46,200	"	21.2%
4 - 7	"	59,200	"	27.1%
8 -14	"	56,300	"	25.8%
15-21	"	15,000	"	6.9%
Over 21	"	12,300	"	5.6%
NON-RESPONSE	"	100	"	0.0%
TOTAL		218,300	"	100.0%

Average 8.83 Nights per Party

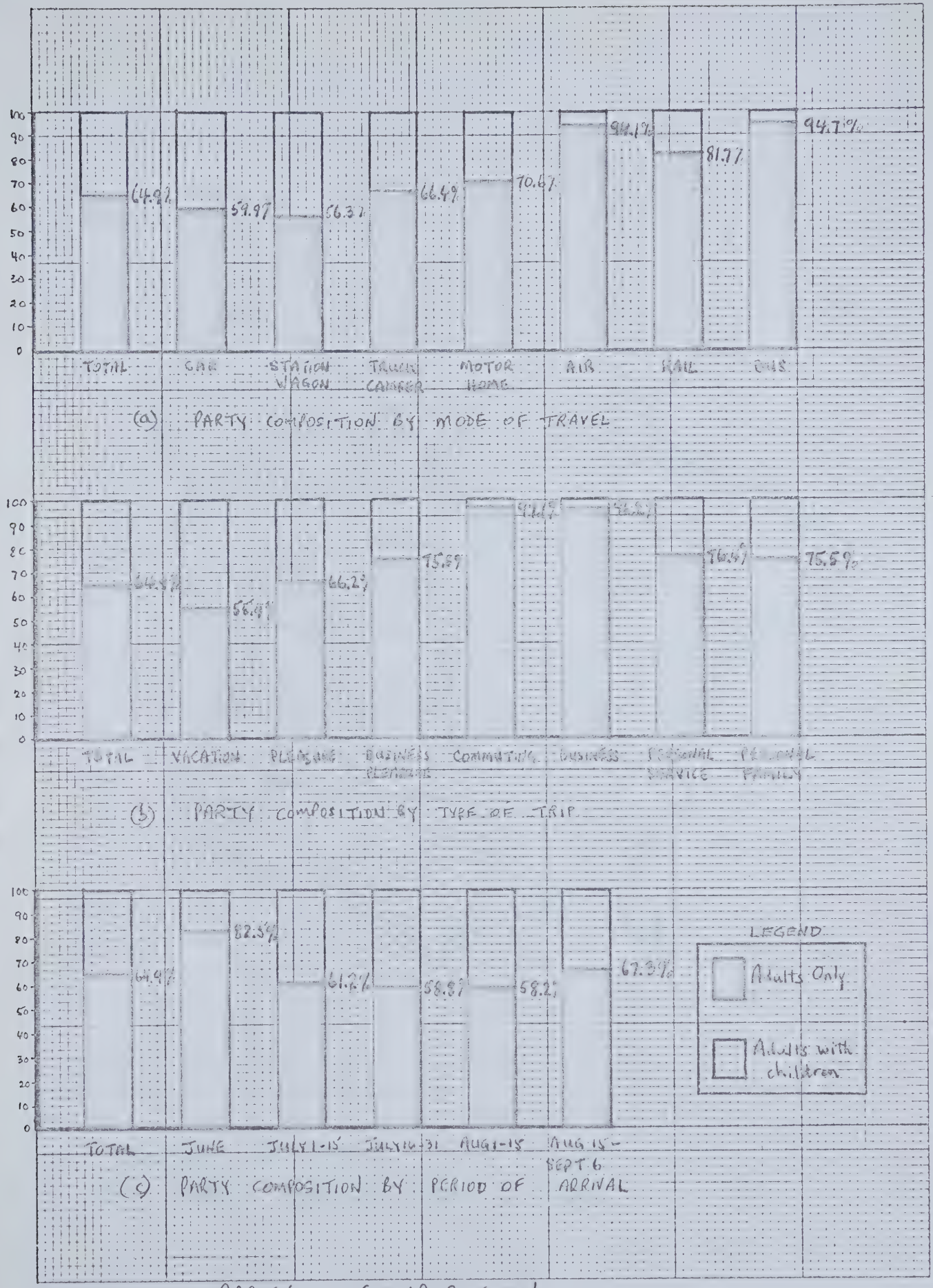
How much Money did they spend outside Alberta?

CALGARIANS	$15,656,000	40.1%	$185 per Party
EDMONTONIANS	$11,362,000	29.1%	$199 "
OTHERS	$12,025,000	30.8%	$157 "
TOTAL	$39,043,000	100.0%	$179 "

(vii) RESIDENT PARTY COMPOSITION

Plate 39 shows party composition, both with and without children, by mode of travel, type of trip and by period of arrival. As evidenced in the visitor portion the highest percentage of parties with children travel by station wagon, and are on vacation trips. Similarly, the majority of parties with children travel in July and August when the schools are not in session.

Plate 40 indicates the percentage of resident parties travelling with children by distance sector from Alberta. The low percentage of parties travelling to Eastern Canada with children can be partly explained by the fact that a higher proportion of business trips are destined for this area than are vacation trips.



PARTY COMPOSITION

PERCENTAGE OF PARTIES WITH CHILDREN
BY DISTANCE SECTORS FROM ALBERTA

(viii) RESIDENT ORIGIN

The origin of Albertans who left the Province during the summer of 1971 are shown by traffic zones in Plate 41. As might logically be expected, approximately two-thirds of the resident tourists are from Calgary and Edmonton. The closer proximity of Calgary to the Rocky Mountains and southern British Columbia is undoubtedly a factor explaining the larger number of Calgarians travelling out of the Province than Edmontonians.

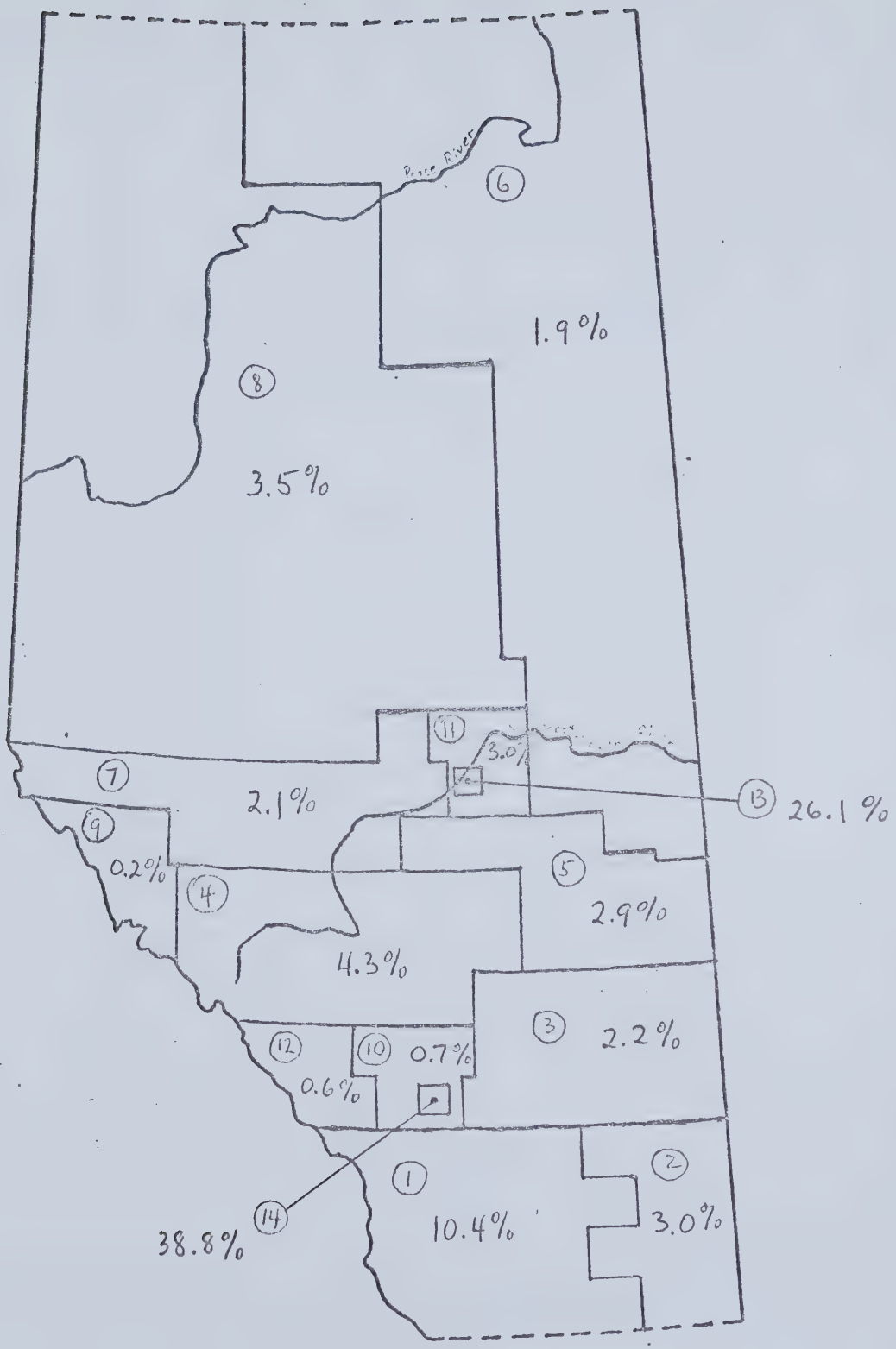
Plate 42 shows the primary purpose for which Albertans travelled outside the Province. As discussed above, the higher proportion of Calgarians travelling outside Alberta on pleasure trips is explained by Calgary's proximity to the B.C. border. Albertans living outside Calgary and Edmonton take a proportionately higher number of pleasure trips and a proportionately lower number of vacation trips. Similarly, the "Other Albertans" travel outside Alberta less for business reasons than do those living in the two major cities.

British Columbia was the furthest destination of over one half of the Albertans who travelled outside the Province during the summer of 1971, as indicated in Plate 43, and another one sixth of the Alberta residents were destined for Saskatchewan. Almost 60% of the parties on both vacation and pleasure trips were destined for British Columbia.

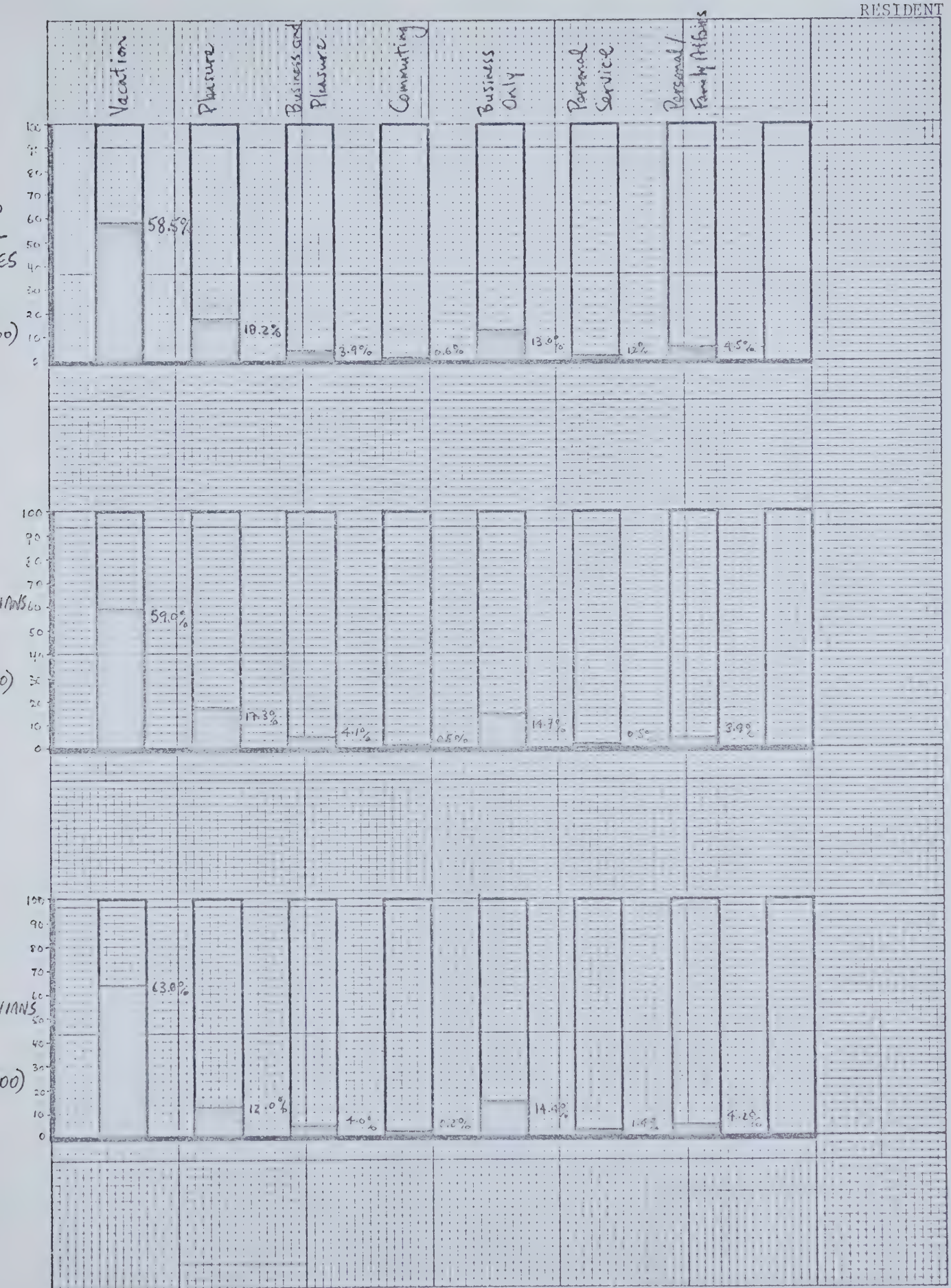
Plate 44 shows the number of nights spent outside Alberta by residents. Calgarians and Edmontonians spent more nights per party outside the Province than did "Other Albertans" i.e.: over 40% of the Calgarians and Edmontonians spent eight days or more whereas less than 33% of the

"Other Albertans" spent eight days or more outside Alberta.

Plate 45, which indicates the distribution of Albertans by income ranges, shows that a higher proportion of Calgarians and Edmontonians are in the upper income ranges than are "Other Albertans".

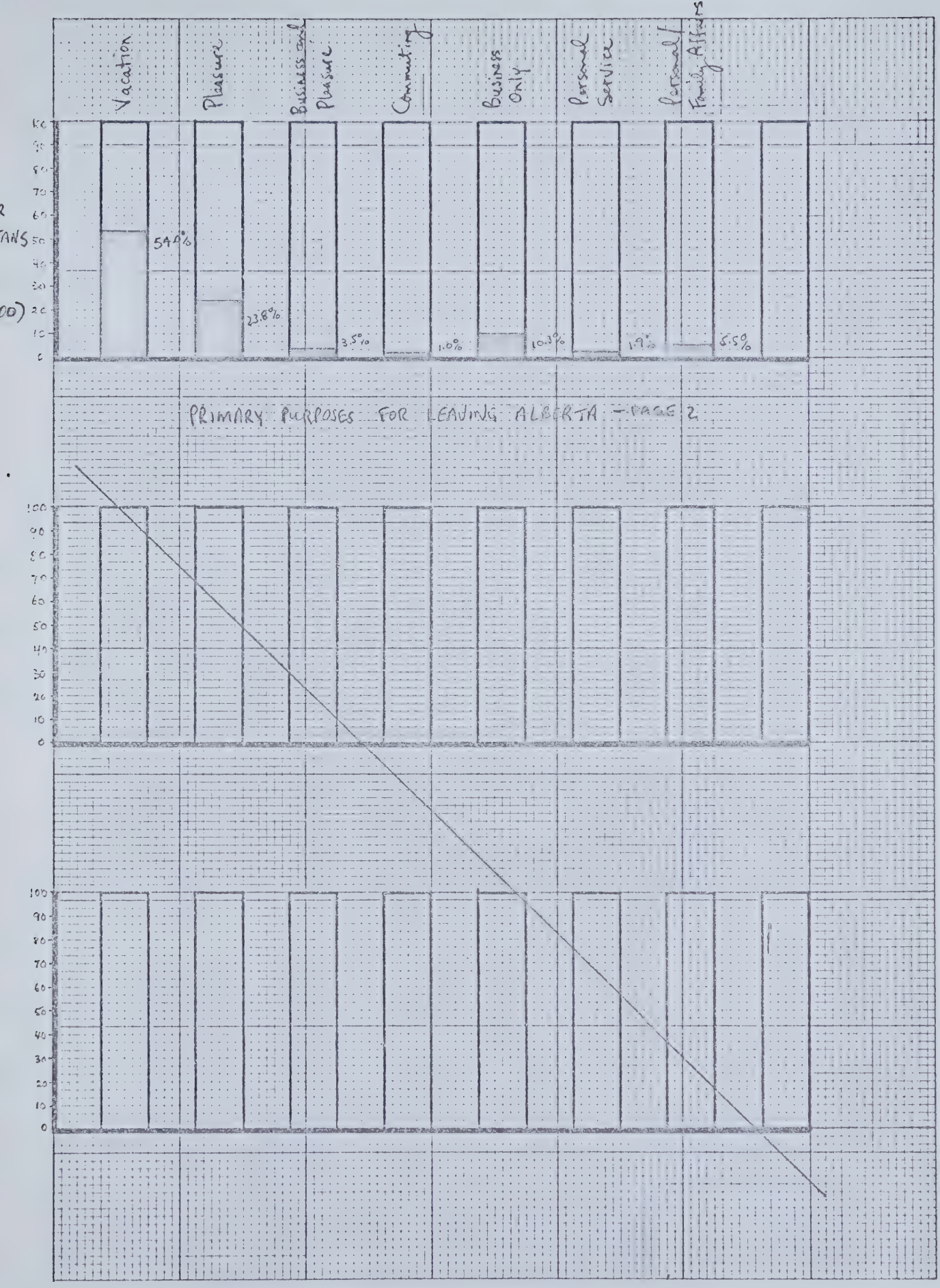


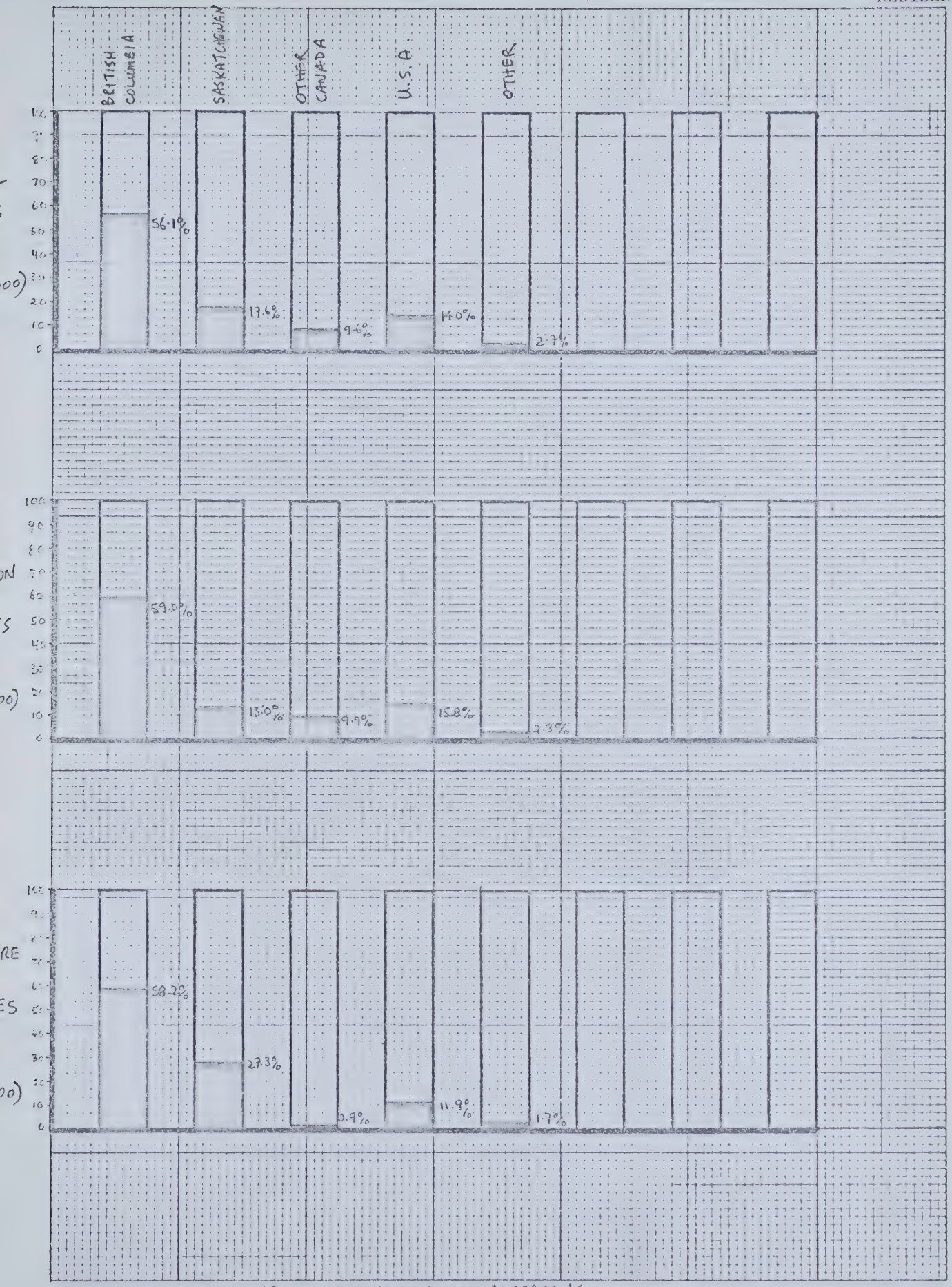
ORIGIN OF ALBERTANS EXPRESSED AS PERCENTAGES OF TOTAL PARTIES LEAVING THE PROVINCE



• PRIMARY PURPOSES FOR LEAVING ALBERTA — PAGE 1

PLATE 42


Vacation
Pleasure
Business and Pleasure
Commuting
Business Only
Personal Service
Personal/Family Affairs
54.0%
23.8%
3.5%
1.0%
10.3%
1.9%
5.5%
PRIMARY PURPOSES FOR LEAVING ALBERTA - PAGE 2



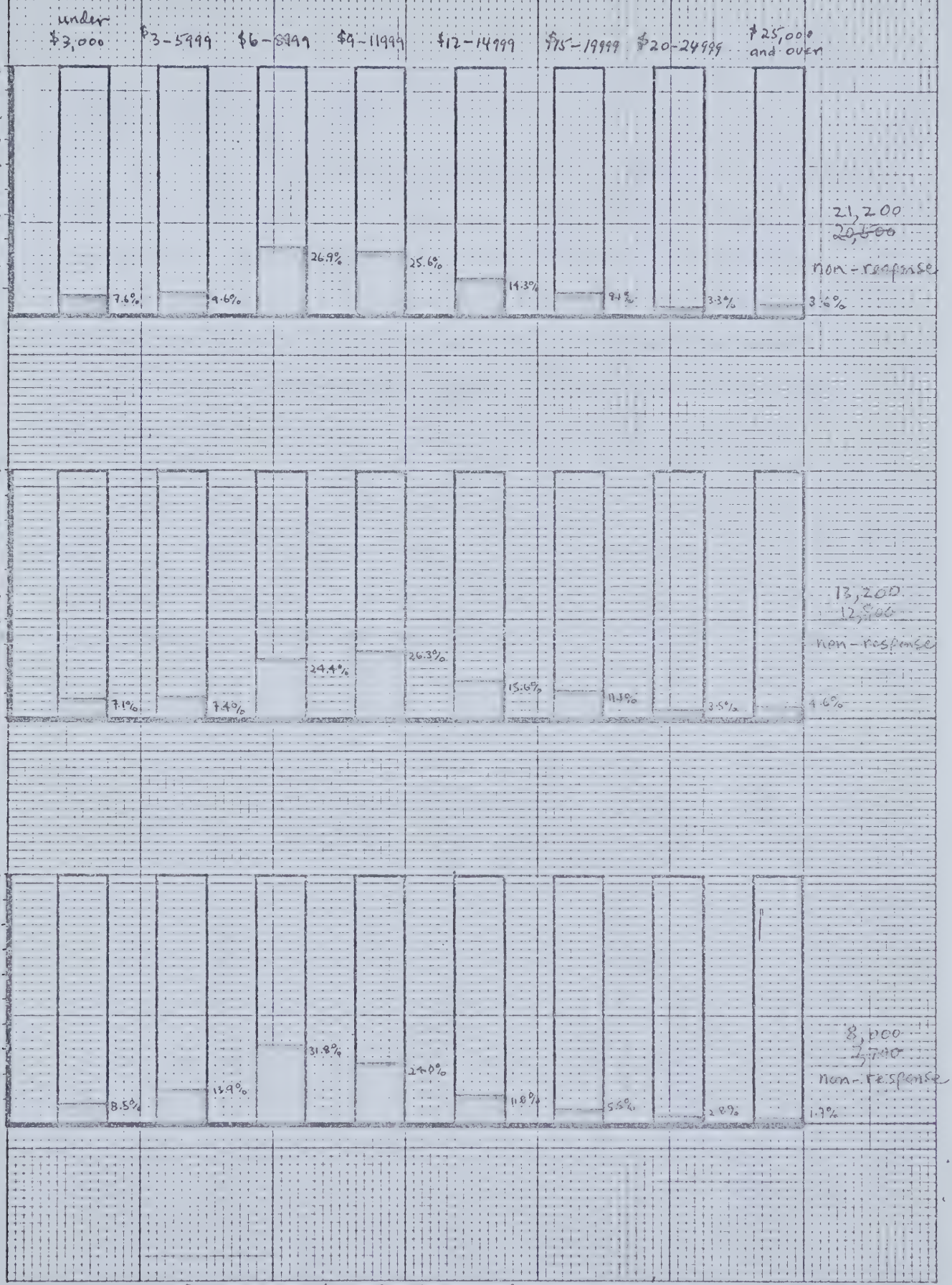
FURTHEST DESTINATION OF ALBERTANS TRAVELLING OUTSIDE THE PROVINCE

PLATE 43

NUMBER OF PARTIES BY NIGHTS SPENT OUTSIDE ALBERTA.

PLATE 44

Annual Family Income



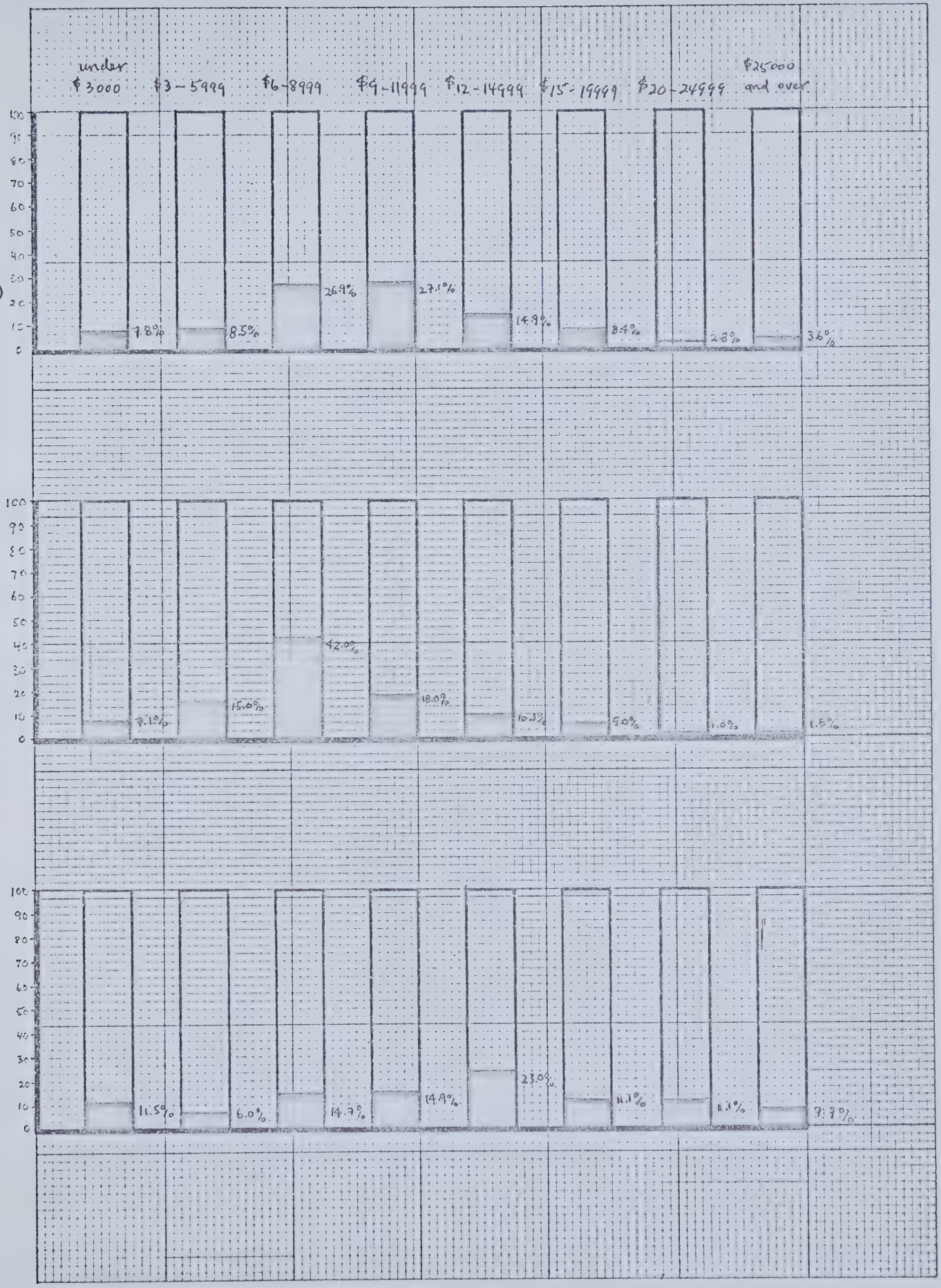
DISTRIBUTION OF ALBERTANS BY INCOME RANGES

PLATE 45

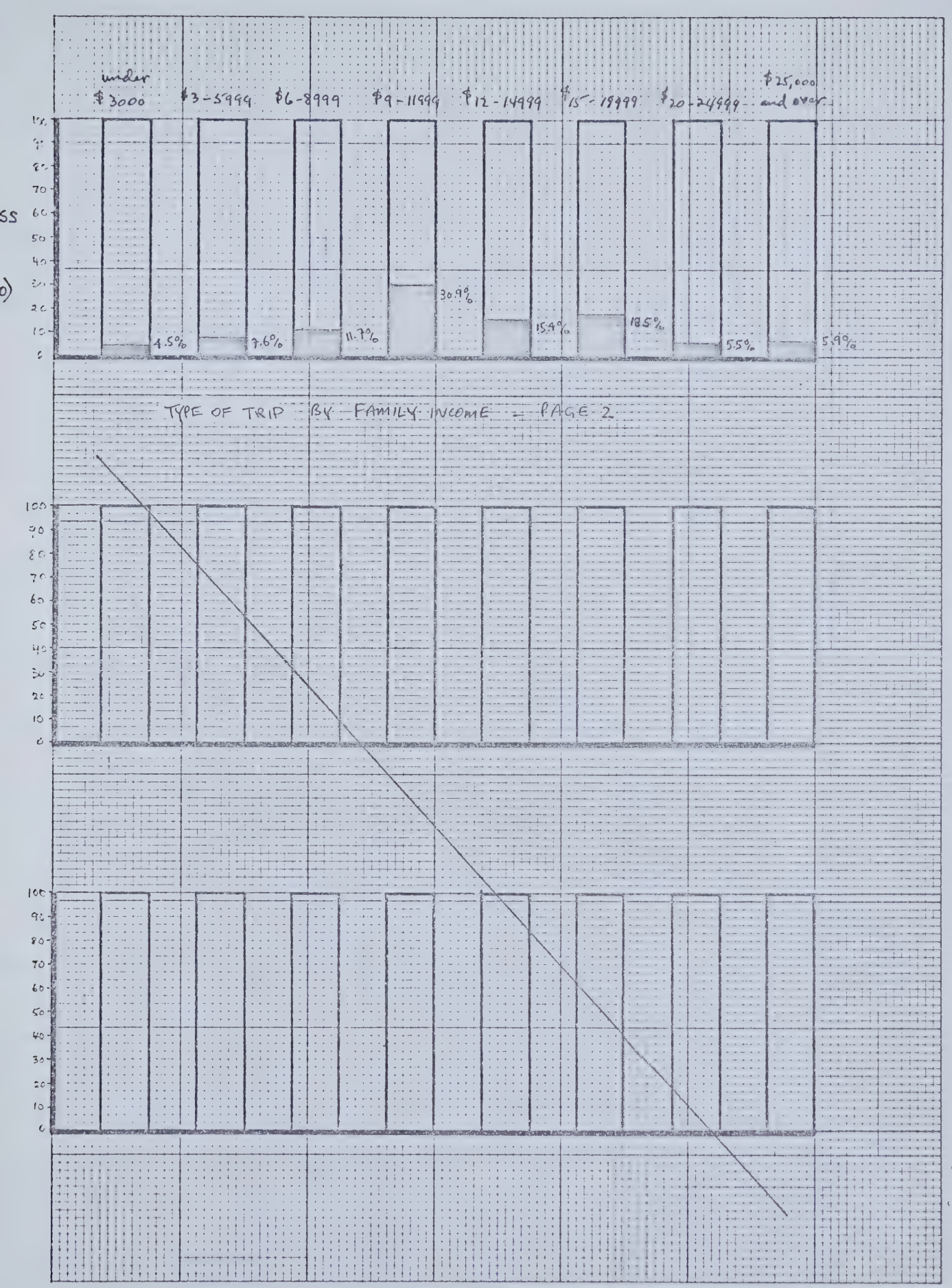
(ix) TYPE OF TRIP AND PRIME REASON
ALBERTANS LEFT THE PROVINCE

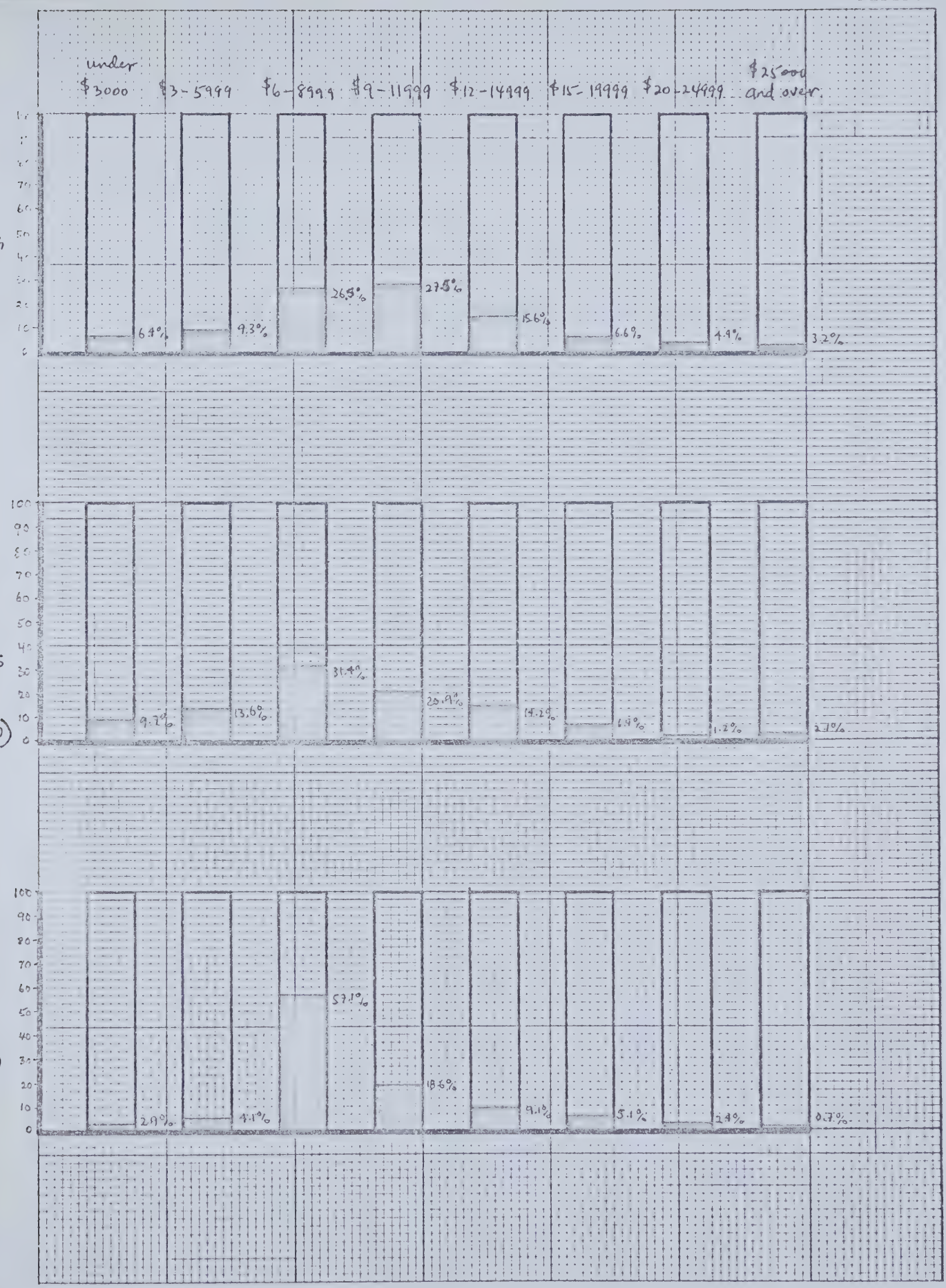
Type of trip distributed by family income is presented in Plate 46. As found with the visitors to the Province, a relatively lower income range is associated with those parties on a pleasure trip than those parties on a vacation trip, i.e. 64% of the pleasure trip parties earn less than $9,000 whereas only 43% of the vacation trip parties earn less than that amount. Those parties on trips with business elements are associated with the higher income ranges.

Plate 47 shows the prime reasons for which Albertans left the Province, distributed by income ranges. A higher proportion of those parties which left to visit friends and relatives are in the lower income ranges than are those parties which left Alberta for sightseeing or camping purposes.



TYPE OF TRIP BY FAMILY INCOME - PAGE 1


under $3000
$3-5999
$6-8999
$9-11999
$12-14999
$15-19999
$20-24999
$25,000 and over
4.5%
7.6%
11.7%
30.9%
15.4%
18.5%
5.5%
5.9%
TYPE OF TRIP BY FAMILY INCOME - PAGE 2



PRIME REASON BY FAMILY INCOME

(x) RESIDENT EXPENDITURES

The expenditures made by residents during their last 24 hours outside the Province are shown in Plate 48 by component.

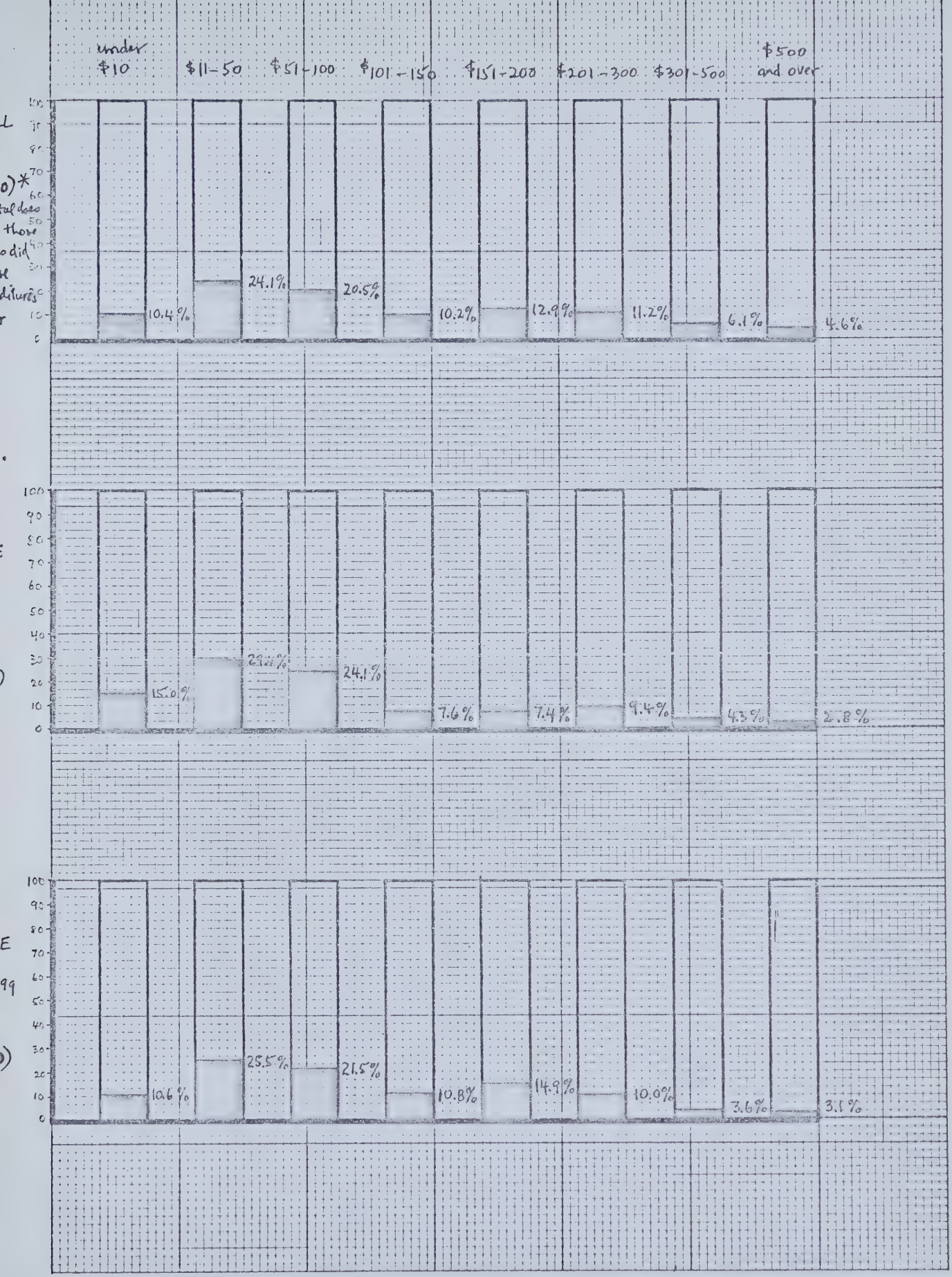
Expenditures outside Alberta by residents are distributed by expenditure range and by income range in Plate 49. As might be expected, the expenditure per party is directly influenced by the income of the party.

Expenditures according to the type of trip and the type of accommodation patronized are presented in Plate 50.

Component	No. of Parties Making An Expenditure	No. of Parties Making No Expenditure	Total No.[1] of Parties	Dollars Spent by Parties Making an Expenditure	Ave. $'s Spent/Party	
					Parties Spending	All Parties
Meals and refreshments in restaurants and hotels	132,838	82,498	215,336	$ 1,719,184	12.94	$ 7.98
Groceries and beverages bought in a store	39,385	176,233	215,618	352,344	8.95	1.63
Lodging	93,518	122,113	215,631	1,174,646	12.56	5.45
Automobile expense - gas & oil	149,693	65,941	215,634	1,706,090	11.40	7.91
Automobile expense - repairs & maintenance	4,828	210,768	215,596	94,471	19.57	0.44
Non-auto transportation	10,552	205,600	216,152	201,928	19.14	0.93
Recreation and entertainment	33,504	182,650	216,154	318,190	9.50	1.47
All other goods and services	27,694	188,436	216,130	508,511	18.36	2.35
				$ 6,075,364		$28.16

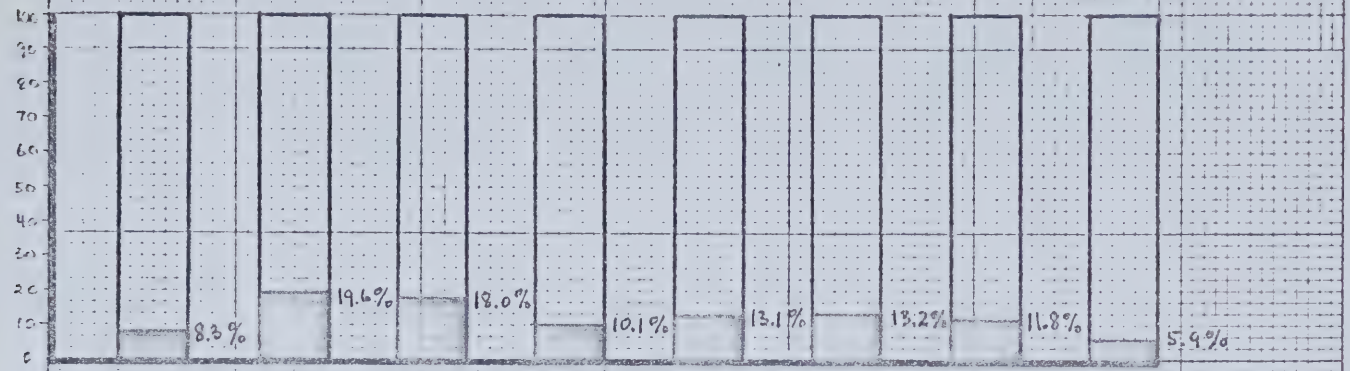
Note 1: Total number of parties includes only those parties which disclosed their component expenditures.

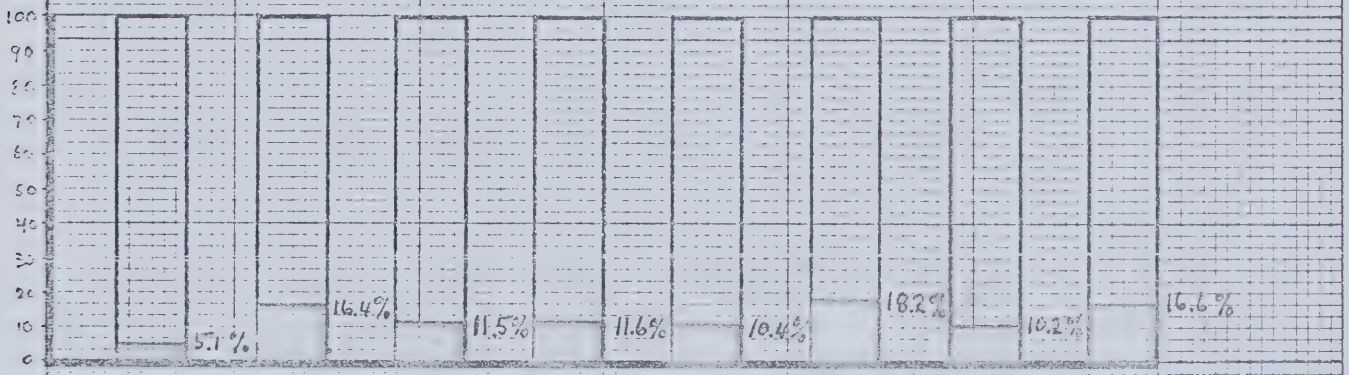
RESIDENT EXPENDITURES IN LAST 24 HOURS OUTSIDE ALBERTA BY COMPONENT



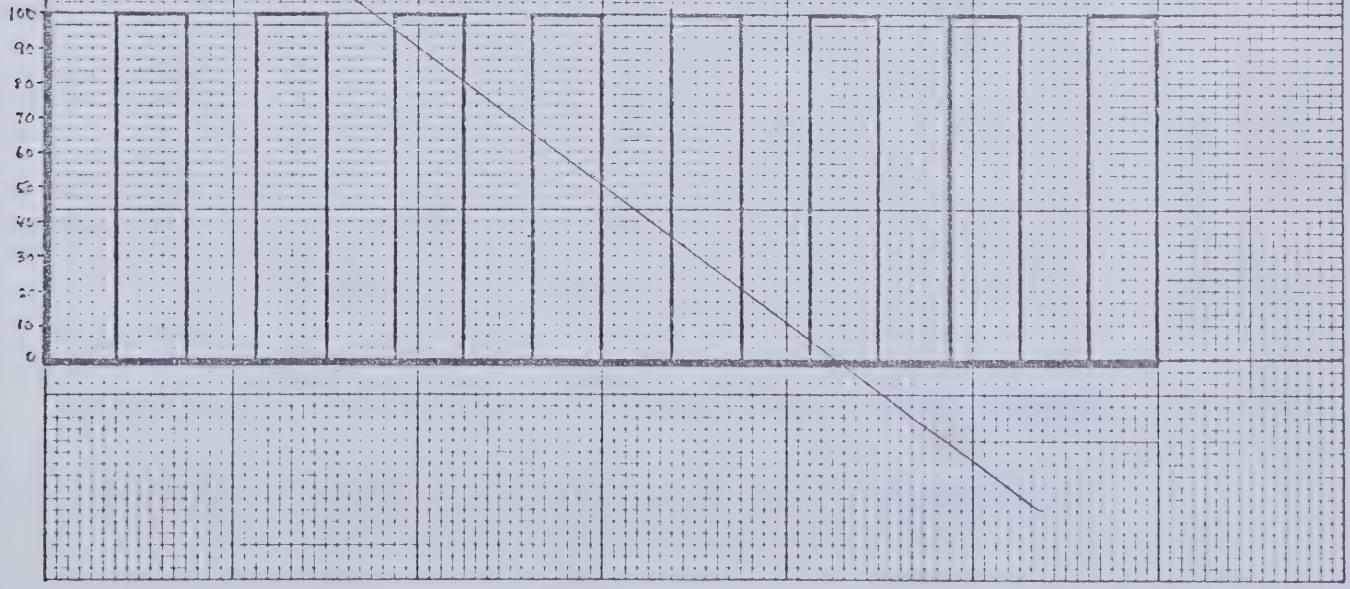
EXPENDITURES OUTSIDE ALBERTA BY FAMILY INCOME - PAGE 1

PLATE 49





EXPENDITURES OUTSIDE ALBERTA BY FAMILY INCOME — PAGE 2



Purpose of Trip	Total Expenditures	Total Parties	Average Expend. Per Party	Average Nights Per Party	Average Expenditures Per Party Per Night
Vacation	$26,408,600	128,200	$ 206	10.71	$ 19
Pleasure	1,870,200	39,800	47	2.31	21
Combined Business & Pleasure	2,963,400	8,200	361	11.67	31
Commuting to Work	351,400	1,100	319	16.33	21
Business Only	5,575,300	28,400	196	8.19	24
Personal Service	429,500	2,600	165	10.12	16
Personal/Family Affairs	1,444,600	10,000	144	8.72	17
TOTAL	$39,043,000	218,300	$ 179	8.83	$ 20

(a) TOTAL RESIDENT EXPENDITURES OUTSIDE ALBERTA BY TYPE OF TRIP

Type of Accommodation	Total Expenditures	Total Parties	Average Expend. Per Party	Average Nights Per Party	Average Expenditures Per Party Per Night
Parties using fixed accommodation only[1]	$12,130,700	53,400	$ 227	6.32	$ 36
Parties using non-fixed accommodation only[2]	19,677,700	124,500	158	10.11	16
Parties using mixed accommodation	6,922,300	25,500	271	12.57	22
Parties not using accommodation[3]	312,300	14,900	21	-	-
TOTAL	$39,043,000	218,300	$ 179	8.83	$ 20

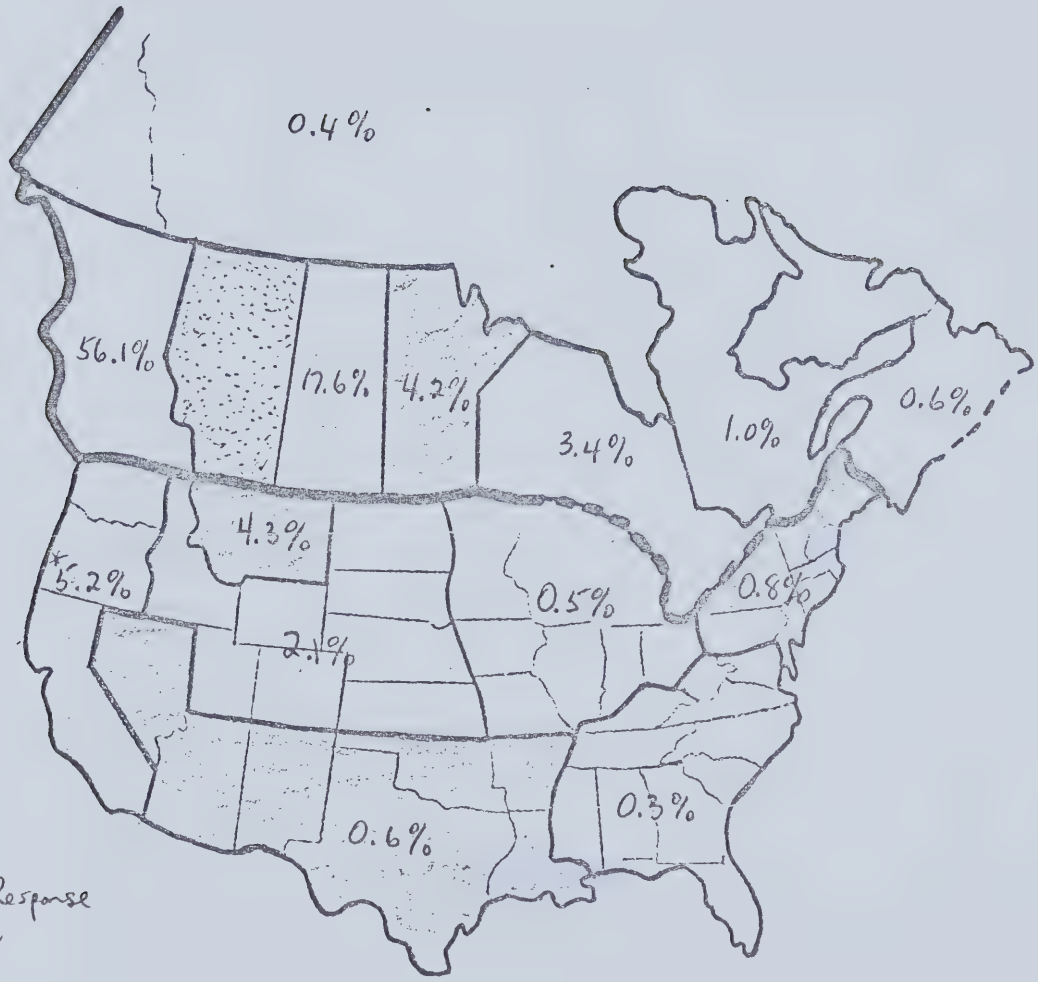
Note 1: Hotels, motels, etc.
Note 2: Homes of friends, or relatives, tents, trailers, etc.
Note 3: Those parties not using accommodation did not stay overnight outside Alberta.

(b) TOTAL RESIDENT EXPENDITURES OUTSIDE ALBERTA BY TYPE OF ACCOMMODATION

(xi) RESIDENT TRAVEL PATTERNS

Plate 51 shows the furthest destination of Albertan travelling outside the Province. As discussed before, three-quarters of the resident parties are destined for British Columbia and Saskatchewan.

Plate 52 is a schematic presentation of the entry route by exit route for automobile parties, with no attempt made to trace the detailed route outside the Province. The attractiveness of British Columbia to Alberta tourists is reiterated in the number of resident parties which exited Alberta via highways 16, 1, 93 and 3.

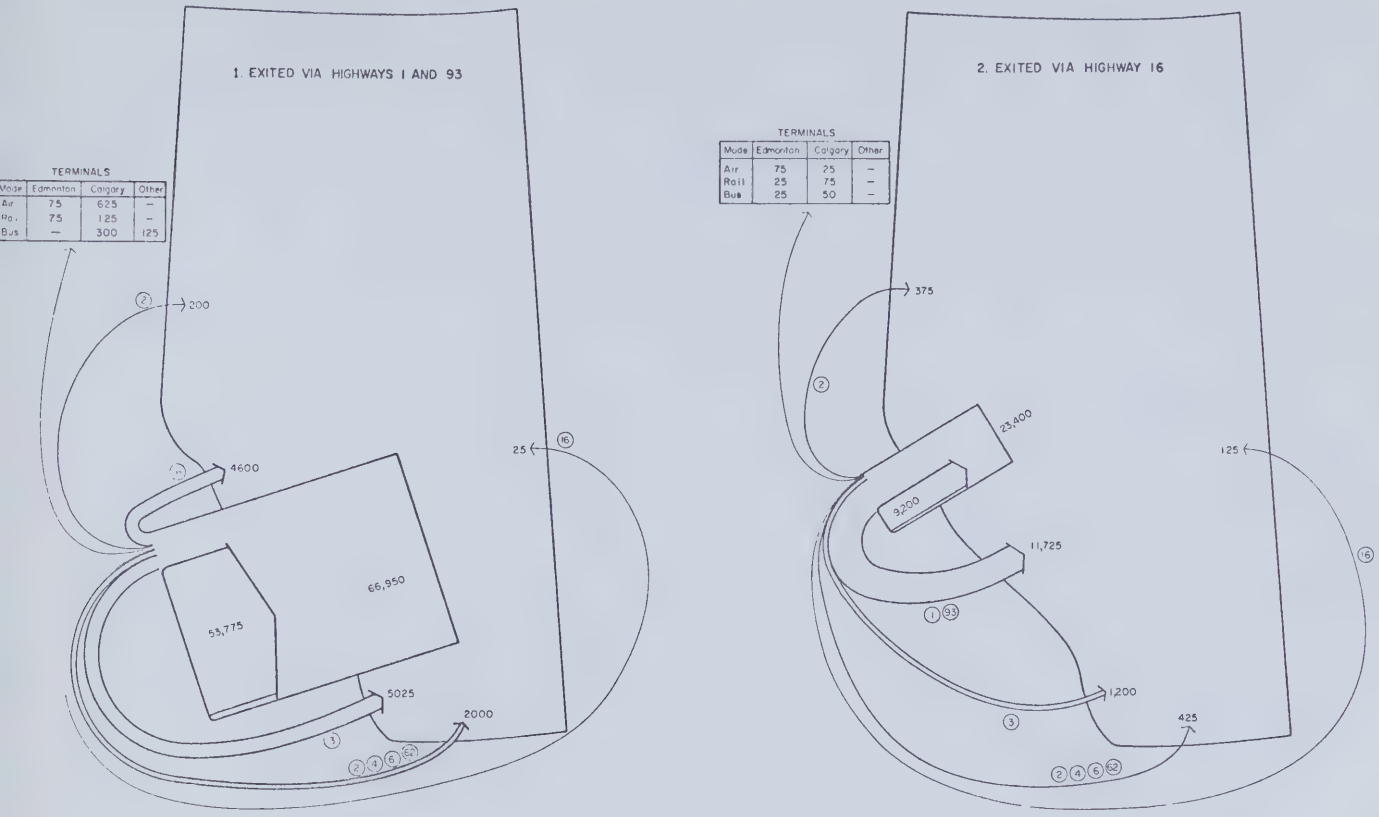


0.1% Non-Response
0.1% Alaska
2.7% Other
* Includes Hawaii

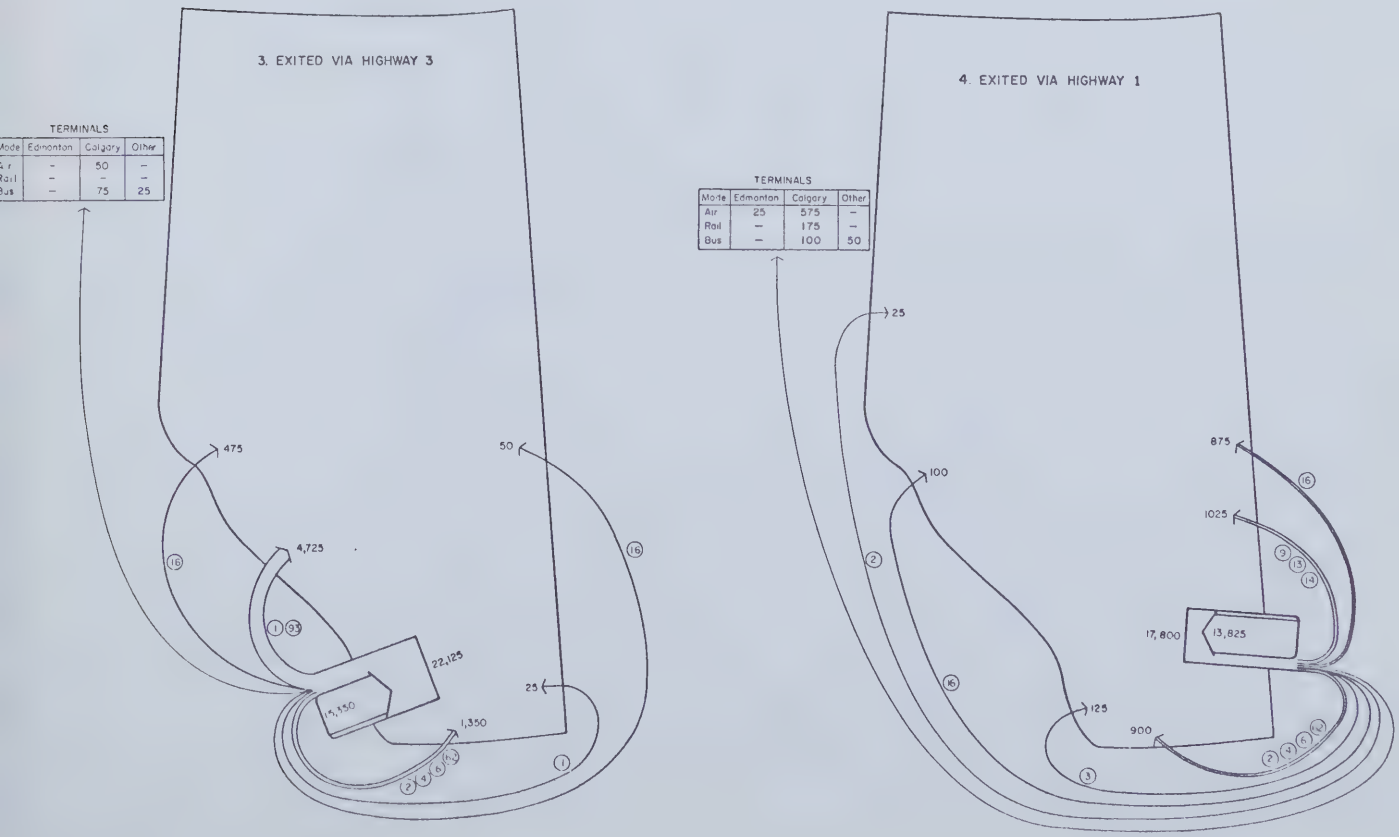
FURTHEST DESTINATION OF ALBERTANS TRAVELLING OUTSIDE THE PROVINCE

ENTRY POINTS BY POINT OF EXIT FOR AUTOMOBILE* PARTIES

* NOTE : AUTOMOBILES = CARS, STATION WAGONS, TRUCK CAMPERS, AND MOTOR HOMES

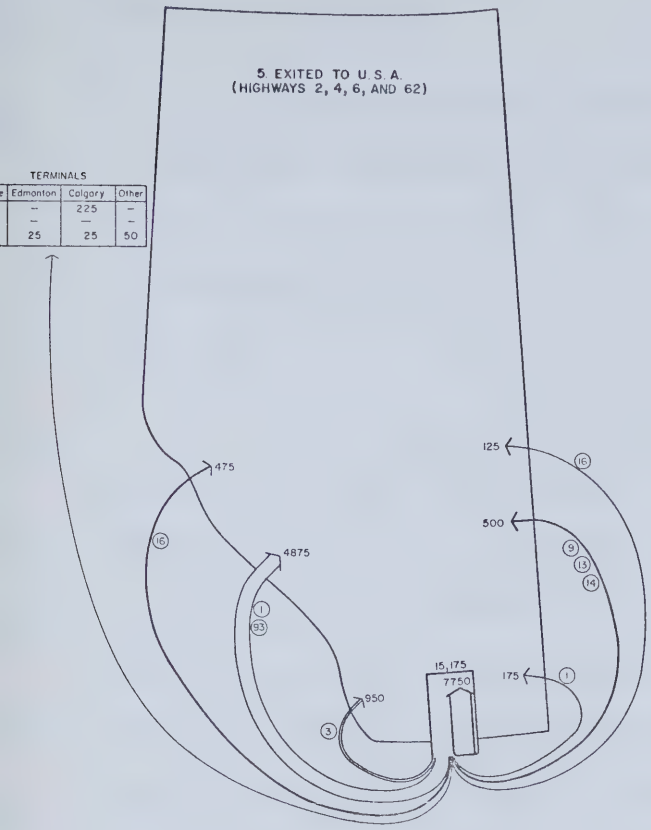


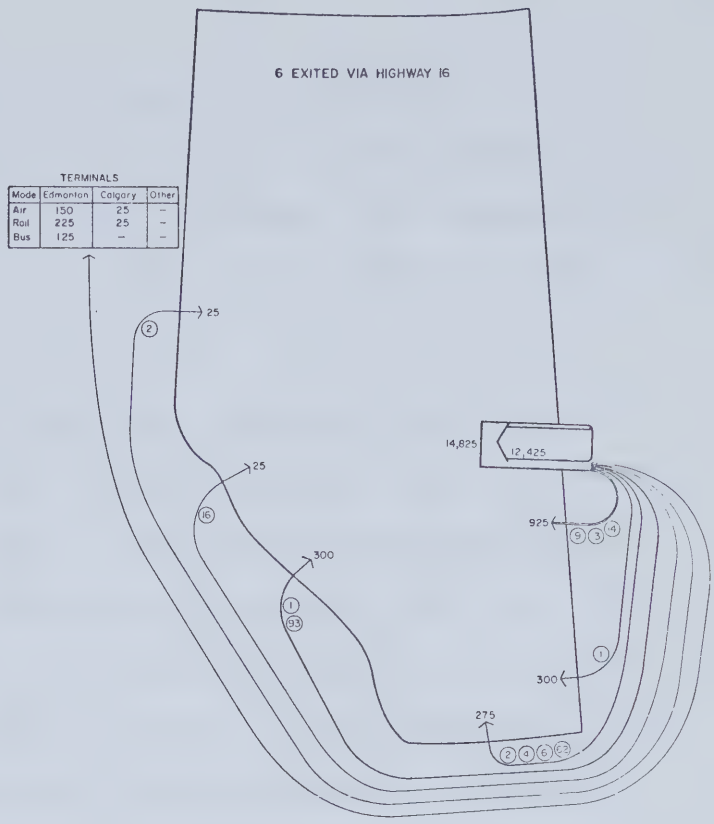
Scale 1 inch = 60,000 Parties



ENTRY POINTS BY POINT OF EXIT FOR AUTOMOBILE* PARTIES

*NOTE: AUTOMOBILES = CARS, STATION WAGONS, TRUCK CAMPERS, AND MOTOR HOMES





Scale 1 inch = 60,000 Parties

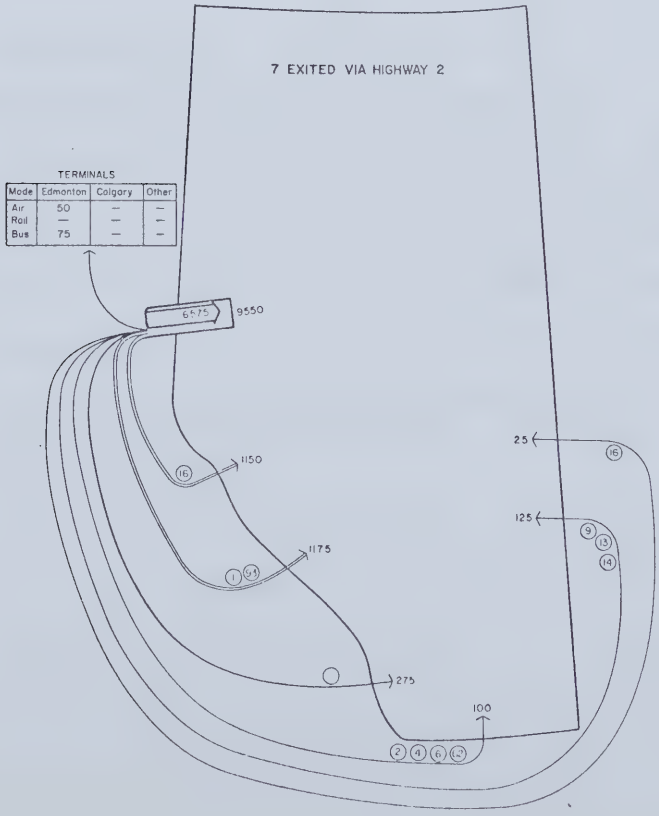


PLATE 52 cont'd

SUMMARY AND COMPARISON

Although the total number of visitor parties, as shown in Plate 53, increased only slightly over 1966, the total person visitors to Alberta increased almost 30% over the five year period. Furthermore, this increase is predominantly an increase in the number of adult parties having more than two persons.

Total visitor expenditures increased 55% from 1966, or approximately 9% per year. This increase is the result of the number of person visitors increasing at an average annual rate of 5% and the average expenditure per person increasing at an average annual rate of nearly 4%. It should also be noted that the summer of 1971 was characterized by a much larger unemployment rate than was prevalent in 1966. In this respect, the total annual visitor attendance in the Banff, Jasper and Waterton Parks was less than the prior year.

The average party size for visitors to the Province increased appromately 25% from 1966, and the average resident party is characteristically smaller. Conversely, the average number of nights spent by visitors in Alberta is considerably less than the number of nights spent outside Alberta by resident tourists i.e. 5.10 and 8.83 nights respectively. This phenomenon is explained by the fact that the visitors are only in Alberta for a portion of their trip while Albertans spend most or all of their trip outside the Province.

	1971 Visitors	1966 Visitors	Aggregate Increase	Annual Increase	1971 Residents
Total Parties	405,200	393,600	2.9%	0.6%	218,300
Total Persons	1,452,600	1,125,000	29.1%	5.2%	648,400
Adults	1,179,100	866,300	36.1%	6.4%	501,200
Children (under 12)	273,500	258,700	5.7%	1.1%	147,200
Average Persons Per Party	3.58	2.86	25.2%	4.6%	2.97
Total Expenditures	$60,557,000	$39,000,000	55.3%	9.2%	$39,043,000
Average Expenditure Per Party	$149	$99	50.5%	8.5%	$179
Average Expenditure Per Person	$ 42	$35	20.0%	3.7%	$ 60
Total Nights Spent	2,066,500	1,921,900	7.5%	1.4%	1,927,600
Average Nights Per Party	5.10	4.88	4.5%	0.9%	8.83
Average Expenditure Per Party Per Day	$ 29	$20	45.0%	7.7%	$ 20

SUMMARY AND COMPARISON OF 1966 VISITOR AND
1971 VISITOR AND RESIDENT RESULTS

CHAPTER III

DATA COLLECTION

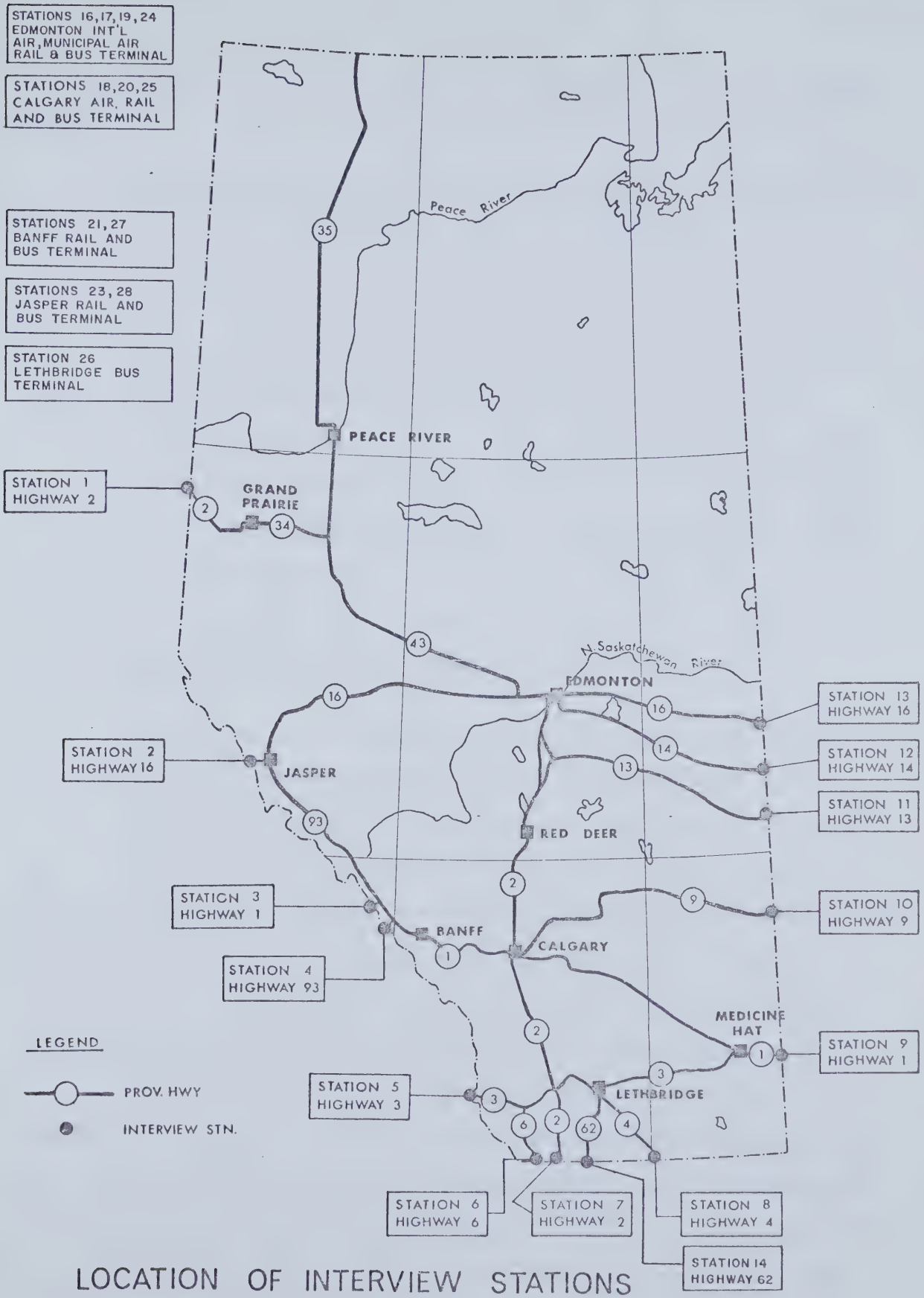
SURVEY DESIGN

To ascertain the attributes and motivations of the tourists visiting the Province of Alberta, and the Albertans travelling outside the Province, interviews with a representative sample of tourist and Albertans were necessary. The survey design consisted of selecting:

- location and procedures for obtaining a representative sample of interviews
- the most appropriate interview techniques
- the calendar period during which interviews were to be conducted.

Following the 1966 study, a cordon-type survey was chosen. Visitors and residents were interviewed at the points where they departed from or returned to Alberta. In practice, the exit/entrance points were located on all the major highways at or near the Provincial border and at the major airports, bus stations, and railway stations. See Plate 54 for the location of the 26 interview stations.

The basic technique selected for the survey was face-to-face interviewing with a highly structured questionnaire. The questionnaire was designed to be administered by the interviewer, with the respondent answering questions read to him from the questionnaire. Because more data was wanted from a visitor than could be handled by the face-to-face interview (and still keep the interview duration within the two to three minutes deemed acceptable), a supplementary mail-back questionnaire was handed to each visitor interviewed. The visitor



LOCATION OF INTERVIEW STATIONS

PLATE 54

was asked to answer the questionnaire at his leisure and then put the form in the mail.

There were thus three different questionnaires, one each for direct interviews with visitors and residents, and the mail-back questionnaire given to visitors only.

Because the peak volume of non-resident visitors to the Province and visits outside the Province by residents occurs during the summer season, the calendar period during which the survey was conducted was limited to the summer months from May 28 to September 6. Due to delays encountered in assembling and training the student interviewers, the interviewing did not commence until around the middle of June. The actual starting date varied from interview station to interview station. In the analysis of the survey results, the data was extrapolated backwards to May 28 for all stations.

A randomized intermittent sampling procedure was decided upon because of the associated extensive economies as opposed to the continuous sampling procedure, without sacrificing the required adequacy of representative sampling. On the basis of existing information, the relative traffic volumes at the various interviewing stations were estimated and utilized in weighting the frequency of calendar days of sampling to be allocated to each station. The daily sampling was limited to a continuous six to seven hour period per day to allow the crew to travel to and from the interview station and set up the necessary signs at highway stations within an eight-hour working day. This continuous interviewing period was selected randomly within the interval between 7:00 a.m. and 8:30 p.m. for each highway station. The interviewing period selected for the air, bus, and rail terminals ensured that all relevant arrivals and departures between 6:30 a.m. and 11:00 p.m. were sampled. The

calendar and time schedule of interview periods per station is shown in Appendix B.

QUESTIONNAIRE DESIGN

To meet the survey objectives, the questionnaires had to be developed to obtain all the required information relating to the following three categories:

1. Purpose of the trip.
2. Travel characteristics and behavioural attitudes of the tourists.
3. The spending habits of the tourists.

During the formulation of the questionnaires, reference was made to the "Standards for Traveller Studies", "1963 Alberta Tourist Travel Survey", "Survey and Analysis of Non-Resident Travel", and the Canadian Government Travel Bureau questionnaire.

As mentioned, the information sought from visitors was divided into two sections - a direct interview questionnaire and a mail-back questionnaire. The direct interview questionnaire was designed to secure information relating to travel characteristics, trip purpose, and expenditures of visitors. The mail-back questionnaire sought information on the inducement factors influencing the trip-making decisions and more detailed information on the visitor's personal characteristics.

The information sought from residents was embodied in a direct interview questionnaire. The questions in this questionnaire closely parallel the questions in the visitor direct interview questionnaire.

Copies of the visitor interview, mail-back, and resident interview questionnaires are shown in Appendix A. Some details on the data requested during the direct interviews, and some definitions relating to respondents' answers, are given below. The visitor questionnaire is used as an example. The questions on the resident questionnaire are so similar that no separate discussion is required.

Visitor Questionnaire

Each mail-back questionnaire bore a pre-printed, five-digit serial number. The serial number from the mail-back to be handed to the respondent was transcribed to the direct visitor questionnaire to enable the direct and mail-back questionnaires to be matched when the mail-back was received.

1. Question 2. Vehicle and Equipment. The type of vehicle used during the departure from the Province was to be reported. The mode of travel used by those visitors departing via public carrier can be determined by referring to the interview station number which indicates at which terminal the interview was conducted. In addition, the equipment being transported by those visitors travelling other than by public carrier was noted.

2. Question 6. Primary Destination within Alberta. People passing through from an origin outside the Province to an outside destination were classified as "passing through". However, visitors on a general vacation tour passing through Alberta were not considered in this class. For these visitors the main point of interest during the Alberta segment of the tour was to be classified as their Alberta destination. Up to three destinations were recorded for those visitors who indicated more than one destination within Alberta.

3. Question 9. Entrance Point to Alberta. If the respondent entered the Province by public carrier, the entrance station required in this question is the station where the respondent got off the plane, train, or bus.

4. Question 10. Type of Trip. This question was asked to classify the purpose of the respondent's trip. If the respondent was on a vacation, pleasure, or combined business and pleasure trip, he was asked to indicate his prime reason for coming to Alberta.

5. Question 14. Expenditures. Only expenditures incurred during the last 24 hours in Alberta by the respondent were to be classified in this question.

6. Question 15. Household Income. The eight income ranges were contained on a printed card handed to the respondent. He indicated the range that applied to his household by quoting a number from 1 to 8 inclusive.

Augmented Visitor Questionnaire

To co-ordinate with the Canadian Travel Bureau's parallel study, a further question - 13(b) - was asked of U.S. visitors leaving the Province at the United States border. This question, which asked how many Canadian provinces or territories were visited and how many nights were spent in each, is outside the scope of this report.

Coding Questionnaires

The replies to questions on all questionnaires were coded by entering numbers in the boxes in the right-hand margins of the questionnaire forms. In most cases, the coding was straight-forward, but in three instances special coding schemes were used.

1. Location Coding. The five-digit code used for places of residence, destinations, etc. is based on the Alberta Department of Highways manual, "Coding Instructions for Origin and Destination Studies". This manual gives codes for all towns and cities in Alberta and for large zones within British Columbia, Saskatchewan, and Manitoba. This scheme was augmented by the codes shown in Appendix C.

2. Primary Destination within Alberta. Question 6 on the visitor direct questionnaire lists 15 specific destinations plus "passing through". Replies that were not covered by these answers were coded by which of the 12 Tourist Zones the destination was in. See Appendix C for details.

3. Prime Reason Coding. The type of trip was defined by the seven possible choices listed on the questionnaire (Q10 for visitors, Q9 for residents). If the trip was

a vacation trip, or other pleasure trip (four days or less), or a combined business and pleasure trip, the respondent was asked the prime reason for making the trip. The replies to this question (which were unstructured) were coded by reference to the 19-point coding scheme shown in Appendix C.

PROCEDURE OF THE SURVEY

The survey was conducted during the period from the middle of June to September 6, 1971. Nine survey crews were used to perform the interviews. The interview stations were classified in the following two general categories requiring different field operating procedures:

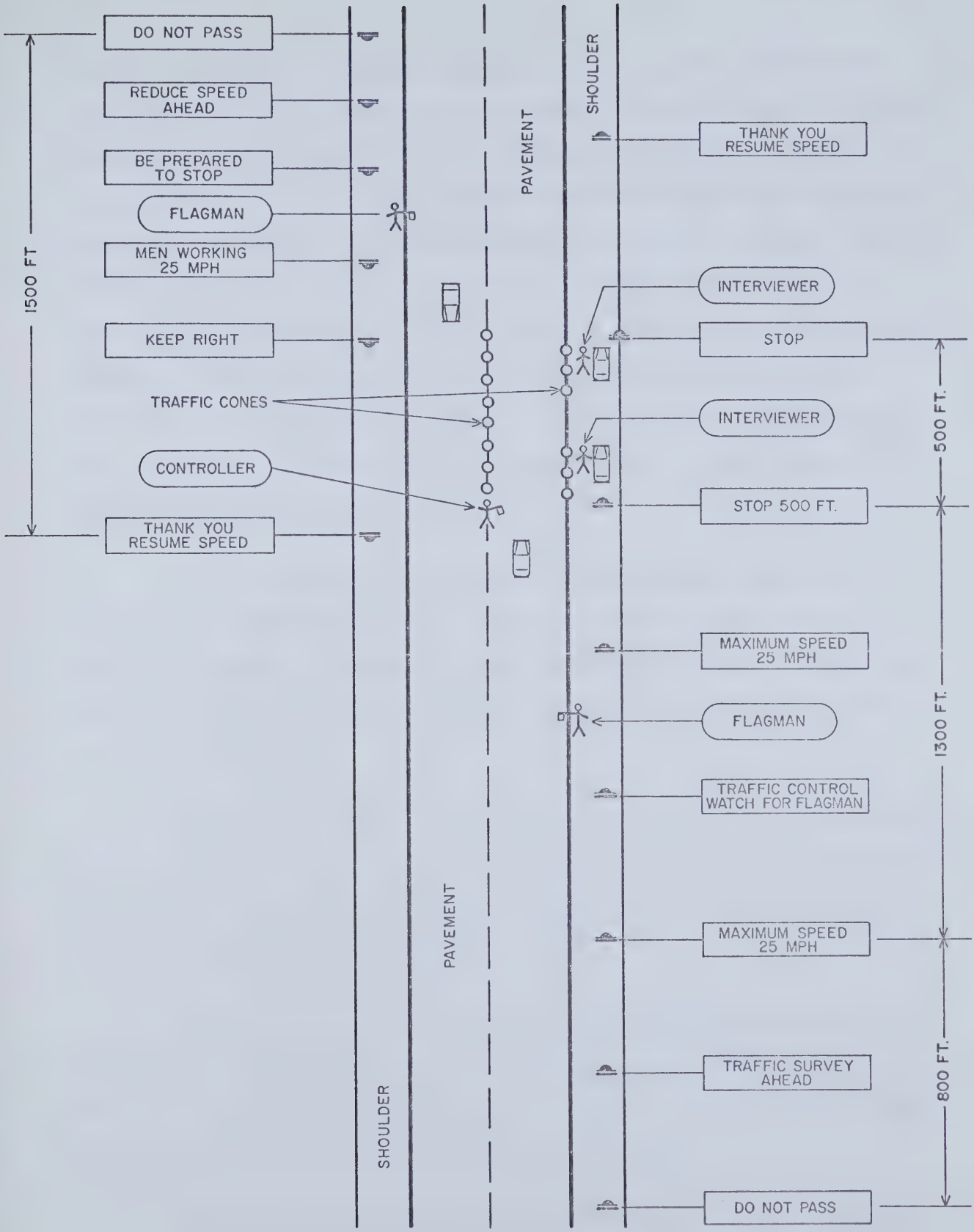
- the roadside stations
- public carrier terminal stations.

Each roadside interviewing crew consisted of five members, while the terminal crews consisted of three members.

Roadside Stations

The roadside interview stations were located along major highways near the Provincial boundaries (see Plate 54). On the designated days and the time period during the day, and using the vehicle license plate identification to differentiate between residents and non-residents of the Province of Alberta, a survey crew stopped a representative sample of automobiles and interviewed the occupants. The interviewing schedule for each station indicated whether the survey crew would interview residents or non-residents on that particular day. The roadside sampling and interviewing was conducted in accordance with the standards adopted by the Alberta Department of Highways.

At each cordon crossing point, a level and straight section of the highway was selected to establish the interview station so that clear



TYPICAL LAYOUT OF A ROADSIDE INTERVIEW STATION

PLATE 55

visibility prevailed for approximately one-half mile on either side of the interview area. Advance warning signs indicating a roadside survey in process were erected a half mile in advance of the interview points. Subsequent signing beyond this point cautioned speed reduction and preparation to stop if requested. Two members of the crew performed the function of flagmen, stationed at one-quarter mile distance on both approaches to the interview area. In addition, a third flagman known as the controller was stationed on the highway immediately before the interview area. Interviewing was performed by two interviewers at the side of the roadway. A schematic layout of the location of the individual crew members and the highway signing in the vicinity of the interview station is shown in Plate 55.

On days designated as "Visitor Interviewing Days", vehicles outbound from the Province and having out-of-provice license plates would be deemed as "eligible". Similarly, on days designated as "Resident Interviewing Days", vehicles coming into Alberta and bearing Alberta license plates would be deemed as "eligible".

The number of interviews conducted during any one day was controlled by the rate at which interviews could be completed and the arrival of eligible automobiles at the station. The sampling procedure followed at the roadside interview station is described below.

An automobile approaching the interview area would be identified as an eligible or an ineligible vehicle through license plate observation by the controller. The controller would direct the drivers of eligible vehicles into the interviewing station on the shoulder of the highway

At this point, an interviewer would approach the stopped vehicle,

and after soliciting the driver's co-operation would conduct the interview. In the event that both interviewers were occupied when an additional eligible vehicle arrived, the controller would direct it to proceed through the interview area. Similarly, all commercial vehicles, and vehicles bearing ineligible license plates, were guided through the interview area.

The controller kept a count by half-hour periods of all eligible vehicles which passed through the interviewing station during the interviewing hours, whether they were diverted for interviews or not. During periods of inclement weather when interviewing had to be suspended, counts of eligible vehicles travelling were continued for the duration of the scheduled interview period. The controller's counts were recorded on specially designed tally sheets. The tally and all completed questionnaires were mailed to the survey office daily.

Terminal Interview Stations

At the terminal buildings of the major public carriers within the Province, interviews were conducted with non-resident visitors departing the Province and with residents returning to Alberta by air, rail, and bus.

The layout of each terminal building was examined to determine the most convenient location to conduct the interviews. In the case of rail and bus terminals, it was found necessary to approach all people in the general waiting room area to determine if they were eligible. This procedure was found to be difficult because of the general movement of people within the waiting room. Therefore, it was sometimes necessary for the terminal crew supervisor to select those people to be approached by the interviewer.

A simpler and more effective procedure was feasible at the airport

terminals. Since most departing passengers wait in the departure lounges prior to boarding, the interviewers contacted all departing visitors in this area. Similarly, the interviewers contacted all returning residents at the baggage carousels where the residents were waiting to receive their baggage.

DATA REDUCTION

The questionnaires were designed so that they were essentially self-coding, to the degree that replies were generally categorized in ranges which were identified by code numbers. In addition, the margin of the questionnaire was marked so as to simulate the 80 columns available on computer data cards. This relatively simple coding process ensured a high degree of accuracy in the transcription of the codes. The coding was performed by the same personnel who conducted the interviews, thus making possible a field check of the completeness of the questionnaires before they were mailed to the survey office.

Survey Office

A small office was established in Edmonton and was staffed by four students. Its functions were the following:

- forms control, keeping records of how many questionnaires had been received from the field, how many were being keypunched, how many had been checked by the computer EDIT routines, etc.
- performing a visual check of questionnaires received for completeness
- filing the questionnaires and computer printouts
- supplying the field parties with questionnaires, tally sheets, and envelopes as required
- coding the mail-back questionnaires received
- correcting, where possible, errors in questionnaires detected through the EDIT routine

- compiling periodic summary reports for the survey manager
- acting as a central contact point for all crews.

Computer EDITs

Extensive computer EDIT routines were programmed for the computer at the Alberta Government Datacentre to test both the visitor interview data and the resident interview data for completeness and obvious errors. An additional EDIT routine was used to test the mail-back questionnaire data as well as its compatibility with the corresponding visitor interviews. A summary of the EDITs performed is shown in Appendix D.

NUMBER OF QUESTIONNAIRES

A total number of 12,982 visitor interviews, 6,800 resident interviews, and 4,640 mail-back questionnaires were processed and stored on magnetic tape.

CHAPTER IV

DATA ANALYSIS

The subject of interest is not the group of people interviewed, but the larger population they represent. We are interested in the total population of all people who travelled to or from Alberta in the time interval from May 28 to September 6, 1971, whether they were interviewed or not.

The analysis of the survey results is performed by tabulating the responses of the questionnaires with each questionnaire being weighted by an appropriate "expansion factor" so that it represents not just the one party actually interviewed, but a number of parties. The calculation of the expansion factors is based generally on the following steps:

1. Estimate the total numbers of parties travelling in the interval May 28 to September 6 for each interview station.
2. Estimate the way this total divides into significant sub-groups.
3. Tabulate the number of completed questionnaires by sub-group.
4. Calculate the expansion factor for the questionnaires in a sub-group by dividing the results of step 2 by those of step 3.

SUB-GROUPS - HIGHWAY STATIONS

The total population of parties travelling in the interval between May 28 and September 6 is not homogeneous. The data analysis for highway interview stations is based on the proposition that the significant factors for classifying travel parties into sub-groups for the purpose of calculating expansion factors are as follows:

- exit/entrance point (ie., interview station)
- time period during the summer when the party left/entered the Province
- hour of the day when the party left/entered the Province
- origin (for visitors only).

The interview stations are shown on Plate 54. The other factors are discussed briefly below.

Time Period

The interval from May 28 to September 6 was divided into five periods as follows:

Period 1: May 28 to June 30 inclusive

Period 2: July 1 to July 15

Period 3: July 16 to July 31

Period 4: August 1 to August 15

Period 5: August 16 to September 6.

The purpose of this division is to reflect any significant differences there may be between, for example, people travelling in June (before school is out) and those travelling during Klondike Days (latter half of July).

Hour of Day

To reflect any differences in parties due to the hour of the day when they leave or enter the Province, the day was divided into four intervals as follows:

Early Bird: Before 10:00 a.m.

Morning: 10:00 a.m. to 1:00 p.m.

Afternoon: 1:00 p.m. to 5:00 p.m.

Evening: 5:00 p.m. and later.

Origin of Visitors

Visitor parties were classed according to six "origin classes" as follows:

Origin Class 1: British Columbia

Origin Class 2: Saskatchewan and Manitoba

Origin Class 3: Other Canada

Origin Class 4: West Coast USA (Washington, Oregon, California)

Origin Class 5: West and Mid-West USA (Colorado, Idaho, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Montana, Nebraska, North Dakota, Ohio, South Dakota, Utah, Wisconsin, Wyoming)

Origin Class 6: All other origins.

SUB-GROUPS - TERMINAL STATIONS

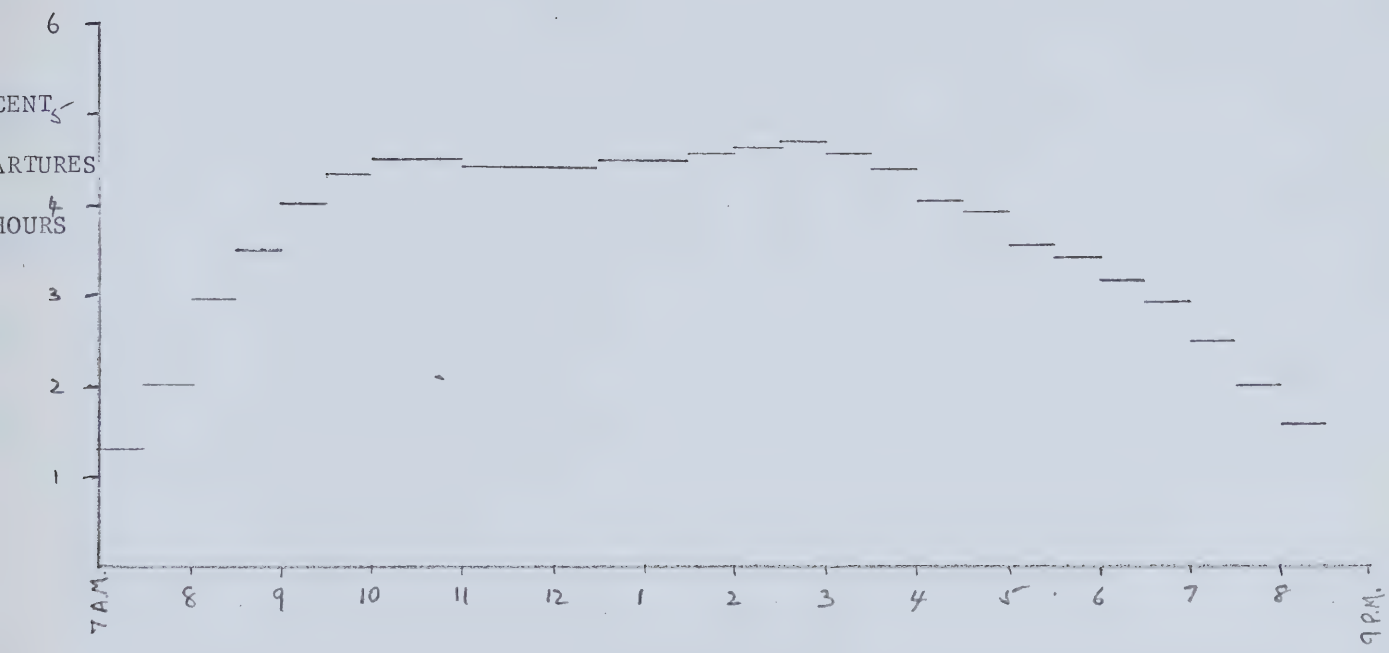
The calculation of expansion factors for questionnaires completed at air, rail, and bus terminals followed the logic described for highway stations, with two significant differences:

- hour of the day entered only in a generalized way based on A.M. or P.M. where the division represents the way interviewing shifts were arranged
- origin was not used as a factor.

EXPANSION FACTORS - HIGHWAY INTERVIEW STATIONS

Calculation of the expansion factor for questionnaires obtained from

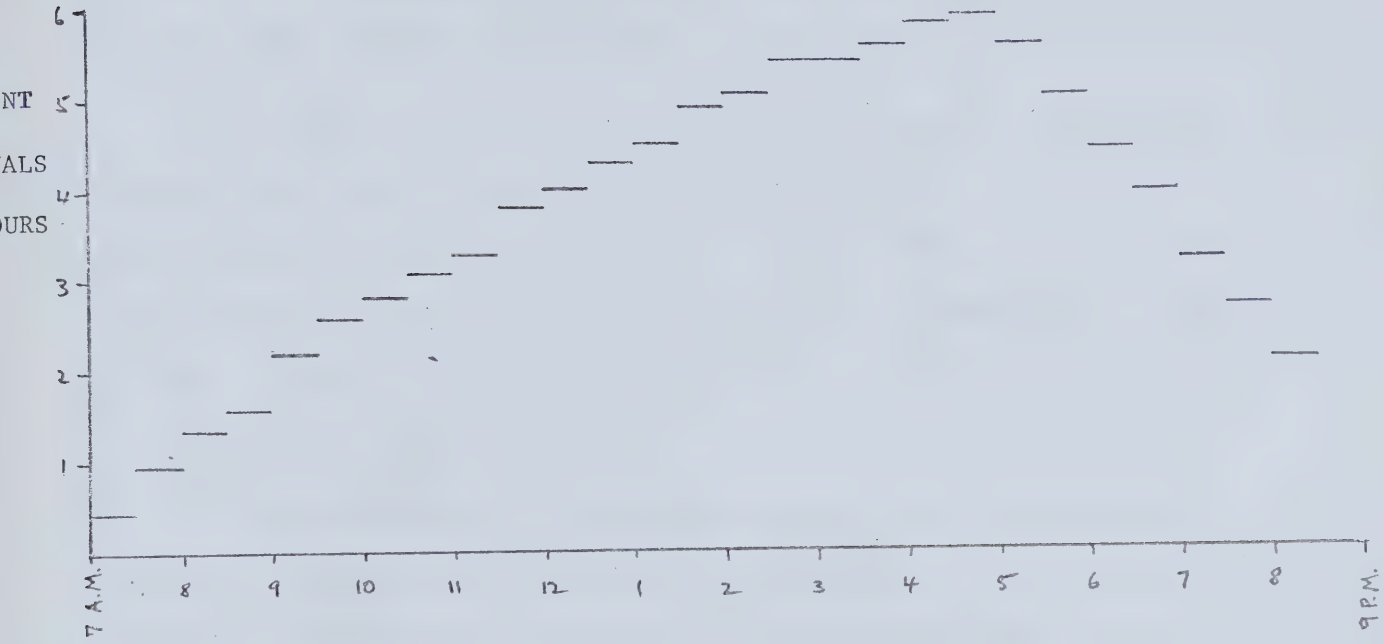
DAILY DISTRIBUTION CURVE OF
VISITOR AUTOMOBILES LEAVING ALBERTA



TIME OF DAY

PLATE 56

DAILY DISTRIBUTION CURVE OF
RESIDENT AUTOMOBILES ENTERING ALBERTA



TIME OF DAY

which represents the total volume of cars passing the interview station in the time interval from May 28 to September 6.

The actual points proved to be very irregular. This is partly due to a day-of-week effect, with travelling being higher on weekends than during the week. Even with this effect accounted for, however, there is a large residual random component to the plotted 24-hour totals.

In practice, the curves were smoothed, keeping the contained area constant, as an aid in recognizing patterns from one station to another. The original points, the curves obtained by joining the points, and the smoothed curves are shown in Appendix . Also on the Plates in Appendix EE are tabulated the total eligible cars travelling by period for each station.

Split by Sub-Group

This step applied to the visitor and mail-back questionnaires only. The totals of eligible cars counted by time of day (early bird, morning, afternoon, evening) and by origin class at each interview station in each time period were used to pro-rate the time-of-day percentage from the daily profile among the origin classes. As an example, if the early birds were known to account for 18% of the 24-hour total, the above procedure for Banff in Period 2 might apportion this 18% among the origin classes so that British Columbia was assigned 5.9%, Saskatchewan and Manitoba 4.4%, the rest of Canada 2.1%, and so on. A similar pro-rating applied to all times of day.

The apportioned percentages were then multiplied by the estimated total cars travelling past the station in the period. The results were estimates of the total numbers of parties travelling for each station, period, time of day, and origin class. For residents, the time-of-day percentages from the daily profile were used directly, with no apportioning among origins.

Expansion Factors

The numbers of completed questionnaires that passed all EDIT checks were known for each station, period, time of day, and (for visitors) origin class. Dividing each of these numbers into the corresponding estimate of total parties travelling from the previous step yielded the expansion factors. Each expansion factor applied equally to all questionnaires with the same station, period, time of day, and (for visitors and mail-back questionnaires), origin class.

EXPANSION FACTORS - TERMINAL STATIONS

Although similar in concept, the technique used to calculate the expansion factors for questionnaires obtained at air, rail, and bus terminals differed in detail from the highway station technique due to the different data that was obtainable at the terminals. The basic information recorded on the interviewers' tally sheets at a terminal interview station consisted of the number of persons approached and the number of these who, on enquiry, turned out to be eligible. Eligible in this case means visitors leaving the Province on a day devoted to visitor interviews or residents returning on a resident day.

The numbers approached and eligible were accumulated into separate totals for A.M. and P.M. shifts at the terminal station for the entire survey interval. From these totals, eligibility percentages were calculated for A.M. shifts and P.M. shifts.

The A.M. and P.M. terminal interviewing shifts were arranged so there was no overlap and no gap between them. Together, they covered the

significant arrivals/departures during the hours from 6:30 a.m. to 11:00 p.m.

Total Numbers of Persons

At most major terminals, the carriers or the terminal management supplied the numbers of people who got on or off a particular plane, train, or bus. At the minor terminals - such as Jasper or Lethbridge - and at the Calgary rail terminal, the numbers of people were counted by a member of the interviewing crew.

The totals getting on or off the planes, trains, or buses were accumulated into a total for the interviewing shift at the terminal on the particular date. This total, when multiplied by the eligibility percentage, yielded an estimate of the number of eligible people travelling through the station during the interview shift.

Number of Parties

From the edited questionnaires from terminal interviews, the average party size was computed for each interview station in each period. This average party size was divided into the estimated numbers of eligible persons to produce an estimate of the number of eligible parties travelling for each interview shift at each terminal.

The number of parties were accumulated into A.M. and P.M. shift totals for the station over the entire survey. From these totals, the A.M./P.M. percentages were obtained. The number of eligible parties estimated for a shift on a particular date was then expanded to an estimate of the 24-hour total numbers of parties by multiplying it by 100/X where X is the shift percentage (A.M. or P.M.).

The 24-hour total parties were plotted by date for each terminal

station. The resulting curves are shown in Appendix E. The areas under the curves represent the total volumes of parties passing through the interview stations during the survey. These are tabulated on the Plates in Appendix E by period for each station.

Expansion Factors

The number of completed questionnaires for a given station and period was divided into the estimated total parties travelling through the station in the period to yield a terminal expansion factor. This expansion factor was then applied equally to all questionnaires obtained from the terminal station in the period.

DATA FILES

The coded data from each questionnaire and the expansion factor calculated for the questionnaire were written as a single record on magnetic tape. The set of all such records for like questionnaires forms a file. Thus, there is a Resident File and a Visitor File.

The records in the visitor file are individually much longer than those in the resident file because they contain the data from both the direct visitor questionnaire and the mail-back questionnaire with the same serial number. In addition, they contain two expansion factors, one applying to the data from the direct questionnaire and the other applying to the data from the mail-back questionnaire. If a matching mail-back questionnaire was not received, the mail-back data fields and the mail-back expansion factor are not filled in on the visitor record.

Generating Tables

The data in a file were displayed for analysis by generating tables

from the file by means of a utility computer program. The program used for this purpose is called SPSS (Statistical Package for the Social Sciences), but any table generator would do.

The important point here is that the mass of data collected in the survey is continuously available, in the organized form of the two files, for further analysis. All that is needed is an understanding of the file organization and a computer program to accumulate and tabulate the desired data from the files. The format of each of the Resident and Visitor Files is shown in Appendix F.

VISITOR EXPENDITURES

Information about visitor expenditures was obtained in two ways:

- the direct visitor questionnaire gave the spending (by category) for the party's last 24 hours in Alberta
- the mail-back questionnaire gave the expenditures (again by category) day by day for up to 4 days prior to the party leaving the province.

There are eight categories of expenditure: meals, groceries, lodging, gas and oil, car repairs, non-automobile transportation, recreation and entertainment, other.

It was found that the hoped-for agreement between the last day, from the mail-back response, and the last 24 hours, from the direct visitor response did not occur. The mail-back data was lower than the direct visitor data in all categories of expenditure. Overall, the discrepancy was significant: total dollars spent by visitors on their last day in Alberta were $13.1 million according to the direct visitor results versus $10.7 million according to the mail-back results.

Since the direct visitor results were obtained closer in time to when the expenditures were made, they have been taken as the accepted expenditure on the last day in Alberta; the mail-back data has been adjusted to conform to them.

Last Day Not Typical

The mail-back data clearly show that the expenditures on the last day in the province are not typical of the expenditures on other days. In particular, spending on gas and oil, non-automobile transportation (bus tickets, etc.) and other expenses are significantly higher on the last day, while spending on meals and car repairs are significantly lower. Other types of spending show little dependence on the day. See Plate 58 for the details of these responses.

Model of Visitor Expenditures

The expenditures made in Alberta by visitors to the province have been analysed by means of a simple model which reflects both the "forgetfulness factor" making the mail-back values lower than the direct visitor values, and the fact that the last day is not typical in its spending pattern.

The average visitor party spent 5.1 days in the province. This time was divided into one last day and 4.1 other days. The expenditure on the last day, by category of spending, was taken from the direct visitor results. Spending in each category of expenditure on the "other" days was related to the expenditures on the last day by an index which was calculated from the mail-back results. The average expenditure per party by category of expenditure was calculated for the second, third and fourth

last day and then the average was divided by the expenditure on the last day to obtain the index.

These calculations and the resulting visitor expenditures are shown in Plate 59.

UNCERTAINTY IN EXPENDITURE FIGURES

The comparison of the visitor expenditure figures for the last day in the province (from the mail-back questionnaire) with those for the last 24 hours in the province (from the direct visitor questionnaire) show the relatively high uncertainty associated with tourists' reported spending. The apparent discrepancy is about 30%.

The argument for accepting the direct visitor replies is that they were obtained closer in time to when the expenditures were made and thus should be more reliable because the memories were fresher. On the other hand, it can be argued that the direct visitor responses were obtained "off the top of the head" when the respondent had little time for proper recall. The mail-back replies, it can be argued, allowed time for proper recall and discussion and comparison among the members of the party and thus should be more reliable than the direct visitor responses.

There clearly are two factors here pulling in opposite directions. In our judgment, the direct visitor responses are likely to be a better indication of true spending than the mail-back responses, but the very existence of the relatively large discrepancy between them indicates that these expenditure data should be interpreted with caution. This conclusion undoubtedly applies also to the resident expenditures.

These average expenditures per party per day show the pattern of expenditures on the last day in Alberta and on the other days. The "forgetfulness factor" is illustrated in the difference between the last day in Alberta and the "last 24 hours in Alberta", from the direct visitor questionnaire.

COMPONENT EXPENDITURE	Last 24 hours in Alberta	Mailback Data — Last Day	2nd Last	3rd Last	4th Last	Average of 2nd, 3rd and 4th Last	Index of Average Last Day
Meals and refreshments in restaurants and hotels	$ 8.01	$ 7.007	$ 7.330	$ 7.046	$ 6.680	$ 7.019	1.002
Groceries and beverages bought in a store	2.26	2.739	2.621	2.564	3.055	2.747	1.003
Lodging	6.13	6.294	5.971	5.868	5.914	5.918	0.940
Automobile Expense - Gas and Oil	8.02	7.264	4.779	3.620	4.434	4.278	0.589
Automobile Expense - Repairs, Maintenance	1.15	1.263	1.280	1.513	2.009	1.601	1.267
Non-auto transportation	1.33	1.159	0.496	0.338	0.406	0.413	0.357
Recreation and entertainment	1.74	1.976	2.606	2.925	2.754	2.762	1.398
All other goods and services	4.05	3.370	3.391	3.042	3.065	3.166	0.939
TOTAL	$32.69	$31.072	$28.474	$26.916	$28.317	$27.904	

VISITOR AVERAGE DAILY EXPENDITURES IN ALBERTA BY COMPONENT

PLATE 58

Component Expenditure	Expenditure on Last Day (from Direct Visitor Questionnaire)	4.1 "Other" Days (Index X Last Day)	Total Expenditure (rounded to nearest thousand)
Meals and refreshments in restaurants and hotels	$ 3,205,382	$13,167,709	$16,373,000
Groceries and beverages bought in a store	903,507	3,715,221	4,619,000
Lodging	2,452,502	9,451,943	11,904,000
Automobile expense - gas and oil	3,208,606	7,748,784	10,957,000
Automible expense - repairs, maintenance	459,371	2,388,270	2,848,000
Non-auto transportation	531,413	775,863	1,307,000
Recreation and entertainment	696,559	3,992,676	4,689,000
All other goods and services	1,620,682	6,239,626	7,860,000
TOTAL	$13,078,022	$47,480,092	$60,557,000

TOTAL VISITOR EXPENDITURES IN ALBERTA BY COMPONENT

APPENDIX A

SURVEY QUESTIONNAIRES

The next five pages show the questionnaires used during the data collection. Figure 1 is the direct interview questionnaire which was completed by face-to-face interviews at roadside stations or in the air, rail or bus terminals. Figure 2 is the further question asked of U.S. vistors leaving the Province at the United States border. Figures 3 and 4 show the mail-back questionnaire which visitors were asked to complete and return by mail. The direct interview questionnaire for face-to-face interviewing of residents is shown in Figure 5.

ALBERTA TOURIST SURVEY – 1971

VISITOR INTERVIEW QUESTIONNAIRE

Questionnaire Serial No. (5) Place of Residence (19)
Interviewer No. (7)
Interviewer Station (9) Mailing Address
Date (12)
Time (14) Zip Code (22)

2. Vehicle and equipment:

1. Car	1. Tent	1. Canoe
2. Station Wagon	2. Tent Trailer	2. Power Boat
3. Truck Camper	3. Travel Trailer	3. Other Boat
4. Motor Home		4. Motorcycle
		5. Boat & Motorcycle

3. Are you travelling in an organized tour group? 1. Yes 2. No (23)

4. How many households are represented in this party? (24)

5. How many members of your party are in the following categories?

	Male	Female	
Pre-school Children			(26)
School children under 12			(28)
Students (up to & incl. high school graduates)			(30)
Post-high school students			(32)
Housewives			(34)
Retired			(36)
Working or usually working			(38)

6. What was the primary destination of your trip within Alberta? (40) (42) (44)

1. Banff	7. Grande Prairie	13. Peace River
2. Jasper	8. Calgary	14. Lethbridge
3. Lake Louise	9. Edmonton	15. Red Deer
4. Waterton	10. Fort Macleod	16. Passing through
5. Elk Island	11. Medicine Hat	17. Other (Specify)
6. Cypress Hills	12. Lloydminster	

7. (a) If heading away from home, what will be the furthest place from home you will visit? (49)
(b) If heading toward home, what was the furthest place from home you visited?

8. (a) Where did you start from this morning? (54)
(b) Where do you plan to stop tonight? (59)

9. Where did you enter Alberta on this trip? (61)

10. (a) What type of trip are you on now? (62)

1. Vacation trip	4. Commuting to work trip
2. Other Pleasure trip (4 days or less)	5. Business only trip
3. Combined Business and Pleasure trip	6. Personal Service trip
	7. Personal/Family Affairs

If 1, 2, or 3 ASK:
(b) What was the prime reason for coming to Alberta? (64)
Specify

11. How many nights will you be away from home on this entire trip? (66)

12. How many nights did you spend in Alberta? (68)

13. (a) How many nights did you stay in the following types of accommodation in Alberta?

Home(s) of friends or relatives	(7)
Motel(s)	(9)
Resort Hotel(s) or Lodge(s)	(11)
Hotel(s) or Tourist Home(s)	(13)
Government Trailer Park(s) or Campground(s)	(15)
Commercial Trailer Park(s) or Campground(s)	(17)
Other(s) (Specify)	(19)

14. What expenses did you incur in Alberta in the last 24 hours (include credit card purchases and estimate to nearest dollar)?

Meals and refreshments in restaurants and hotels	(21)
Groceries and beverages bought in a store	(23)
Lodging	(25)
Automobile expense - gas & oil	(27)
Automobile expense - repairs, maintenance	(30)
Non-auto transportation	(32)
Recreation and entertainment	(34)
All other goods and services	(36)

15. Would you indicate the level of total income of the head of (one) household and his family? (Show card) (37)

1. Under $3,000	4. $9,000 - $11,999	7. $20,000 - $24,999
2. $3,000 - $5,999	5. $12,000 - $14,999	8. $25,000 and over
3. $6,000 - $8,999	6. $15,000 - $19,999	

FIGURE 1: VISITOR DIRECT INTERVIEW QUESTIONNAIRE

13. (b) TO BE ASKED ONLY OF U.S. PARTIES AND ONLY AT U.S. BORDER POINTS

Which other provinces or territories have you visited on this trip and how many nights (if any) did you stay in each?

	Visited at all	Nights		
1. British Columbia	.....	.....		(40)
2. Saskatchewan	.....	.....		(43)
3. Manitoba	.....	.....		(46)
4. Ontario	.....	.....		(49)
5. Quebec	.....	.....		(52)
6. New Brunswick	.....	.....		(55)
7. Nova Scotia	.....	.....		(58)
8. Prince Edward Island	.....	.....		(61)
9. Newfoundland	.....	.....		(64)
10. Yukon	.....	.....		(67)
11. Northwest Territories	.....	.....		(70)

FIGURE 2: VISITOR DIRECT INTERVIEW QUESTIONNAIRE - ATTACHMENT

OPAQUE'D® TAPE • REMOVE BACKING • PRESS IN PLACE OPAQUE'D® TAPE • KLEEN-STIK PRODUCTS • MALTON, ONT., CANADA OPAQUE'D® TAPE • ENLEVEZ LE PRO
UCTS • MALTON, ONT., CANADA OPAQUE'D® TAPE • ENLEVEZ LE PROTECTEUR ET PRESSEZ OPAQUE'D® TAPE • KLEEN-STIK PRODUCTS • MALTON, ONT., CANADA OPAQUI

ALBERTA TOURIST SURVEY

FOR OFFICE USE ONLY (5)

Thank you for stopping and answering our questions. Your answers will help us a great deal. But to get all the information we need to serve you and other visitors better in the future, we also need your answers to this questionnaire. Please help us further by completing this questionnaire and returning it to us in the mail. We greatly appreciate your co-operation and look forward to your reply.

1. (A) Has any member of your party ever resided in Alberta? (Check One) (6)
   1. Yes ☐ 2. No ☐

   (B) If Yes, how many years? _____ (8)

2. Does any member of your party have close friends or relatives in Alberta? (9)
   1. Yes ☐ 2. No ☐

3. Which of the following activities did you and/or the other members of your party participate in while in Alberta? (CHECK AS MANY AS APPLICABLE)

☐ Swimming	☐ Attending special events (e.g.: Calgary Stampede)	(11)
☐ Boating	☐ Visiting Museum, Historic & Cultural Buildings	(13)
☐ Water Skiing	☐ Visiting other special attractions (e.g. Alberta Game Farm)	
	Specify_____	(15)
☐ Fishing	☐ Attending Conventions or Meetings	(17)
☐ Hiking	☐ Visiting Friends or Relatives	(19)
☐ Picnicking	☐ Sightseeing in Cities / Towns	(21)
☐ Golf	☐ Sightseeing away from Cities / Towns	(23)
☐ Horseback Riding	☐ Shopping	(25)
☐ Camping	☐ Other (Specify)_____	(27)
☐ Attending Spectator Sports		(28)

4. (A) If you attended the Calgary Stampede, how many nights did you spend in Calgary? _____ (30)
   (B) If you attended Edmonton Klondike Days, how many nights did you spend in Edmonton? _____ (32)

5. Have you visited Alberta in recent years? Yes ☐ No ☐ (33)
   If Yes, when? (Circle year) 1970, 1969, 1968, 1967, 1966, 1965 or Before (39)

6. When did you decide to make this trip? Month _____ Year _____ (41)

7. Which one of the following reasons prompted your visit to Alberta? (Circle Number) (42)
   1. Always wanted to visit Alberta
   2. Advice of friends and relatives
   3. Repeat visit
   4. Magazine Advertisement
   5. Alberta travel literature
   6. Travel articles or films
   7. Travel Agent
   8. Enroute to destination
   9. Business
   10. Other

8. (A) How many members of your household whether on this trip or not are in the following categories? (Indicate number (s) in appropriate box)

	Male	Female	
Pre-School Children	☐	☐	(44)
School Children under 12	☐	☐	(46)
Students (up to & incl. High School Graduates)	☐	☐	(48)
Post-High School Students	☐	☐	(50)
Housewives	☐	☐	(52)
Retired	☐	☐	(54)
Working or usually working	☐	☐	(56)

   (B) What is the education of the head of the household? (Circle One) (57)
   1. Some Grade School
   2. Complete Grade School
   3. Some High School (One year or more)
   4. High School Graduate
   5. Vocational or Technical School Graduate
   6. Some University
   7. University Graduate
   8. Post Graduate University

   (C) What is the occupation of the head of the household? (Circle One) (59)
   1. Managerial
   2. Professional
   3. Technical
   4. Clerical
   5. Sales
   6. Service & Recreation
   7. Transportation & Communication
   8. Farmer or Farm Worker
   9. Logger or Related Worker
   10. Fisherman, Trapper or Hunter
   11. Miner, Quarryman or Related Worker
   12. Craftsman, Production Processor or Related Worker
   13. Labourer
   14. Retired
   15. Housewife
   16. Student
   17. Other (Specify)_____

16515

(OVER)

FIGURE 3: VISITOR MAIL-BACK QUESTIONNAIRE - SIDE 1

9. Please give us a little more detailed information about your expenditures in Alberta by completing the following table:

Approximately how much did you spend each day on the following (Omit Cents)?	Last day you stayed in Alberta	One day earlier in Alberta	Two days earlier in Alberta	Three days earlier in Alberta	FOR OFFICE USE ONLY
Meals & Refreshments in Hotels & Restaurants					(13)
Groceries & Beverages bought in Store					(21)
Lodging					(29)
Automobile Expense – Gas & Oil					(37)
Automobile Expense – Repairs & Maintenance					(45)
Non-Auto Transportation					(53)
Recreation & Entertainment					(61)
All Other Goods & Services					(69)

10. Where did you stay? (Nearest City, Town, Etc.) (67)

11. What type of Lodging was used? (Check one for each day)

Home of Friends or Relatives					(71)
Motel					
Resort Hotel or Lodge					
Hotel or Tourist Home					
Government Trailer Park or Campground					
Commercial Trailer Park or Campground					
Other (Specify)					

PEEL OFF TAPE AT TOP OF FORM, FOLD AND PRESS TO SEAL

FOLD

FOLD

BUSINESS REPLY MAIL
No Postage Stamp Necessary if Mailed in Canada

8¢ POSTAGE WILL BE PAID BY

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GOVERNMENT OF ALBERTA
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FIGURE 4: VISITOR MAIL-BACK QUESTIONNAIRE - SIDE 2

ALBERTA TOURIST SURVEY — 1971

RESIDENT INTERVIEW QUESTIONNAIRE

Questionnarie Serial No. (5)
Interviewer No. (7)
Interviewer Station (9)
Date (12)
Time (14)

(5) Place of Residence (19)
(7) _____
(9) Mailing Address
(12) _____
(14)

2. Vehicle and equipment: (22)

1. Car	1. Tent	1. Canoe
2. Station Wagon	2. Tent Trailer	2. Power Boat
3. Truck Camper	3. Travel Trailer	3. Other Boat
4. Motor Home		4. Motorcycle
		5. Boat & Motorcycle

3. Are you travelling in an organized tour group? (23)
   1. Yes
   2. No
4. How many households are represented in this party? (24)
5. How many members of your party are in the following categories?

	Male	Female	
Pre-school children			(26)
School children under 12			(28)
Students (up to & incl. high school graduates)			(30)
Post-high school students			(32)
Housewives			(34)
Retired			(36)
Working or usually working			(38)

6. What was your furthest destination on this trip? _____ (44)
7. (a) Where did you start from this morning? _____ (54)
   (b) Where do you plan to stop tonight? _____ (59)
8. What was your exit point from Alberta on this trip? _____ (61)
9. (a) What type of trip are you on now? (62)
   1. Vacation trip
   2. Other Pleasure trip (4 days or less)
   3. Combined Business and Pleasure trip
   4. Commuting to work trip
   5. Business only trip
   6. Personal Service trip
   7. Personal/Family Affairs

   If 1, 2, or 3 ASK:
   (b) What was the prime reason for taking this trip? (64)
   Specify _____
10. How many nights were you away from Alberta on this entire trip? (66)
11. How many nights while away from Alberta did you stay in the following types of accommodation?

Home(s) of friends or relatives	(7)
Motel(s)	(9)
Resort Hotel(s) or Lodge(s)	(11)
Hotel(s) or Tourist Home(s)	(13)
Government Trailer Park(s) or Campground(s)	(15)
Commercial Trailer Park(s) or Campground(s)	(17)
Other(s) (Specify)	(19)

12. (a) What expenses did you incur outside Alberta in the last 24 hours? (include credit card purchases and estimate to nearest dollar)

Meals and refreshments in restaurants and hotels	(21)
Groceries and beverages bought in a store	(23)
Lodging	(25)
Automobile expense - gas & oil	(27)
Automobile expense - repairs, maintenance	(30)
Non-auto transportation	(32)
Recreation and entertainment	(34)
All other goods and services	(36)

   (b) Please estimate your total expenses outside of Alberta on this trip (41)
13. How many nights while away from home on this trip will you spend in Alberta? (37)
14. Would you indicate the level of total income of the head of (one) household and his family? (Show card)
    1. Under $3,000
    2. $3,000 - $5,999
    3. $6,000 - $8,999
    4. $9,000 - $11,999
    5. $12,000 - $14,999
    6. $15,000 - $19,999
    7. $20,000 - $24,999
    8. $25,000 and over

(43)

FIGURE 5: RESIDENT DIRECT INTERVIEW QUESTIONNAIRE

APPENDIX B

SURVEY INTERVIEWING SCHEDULES

A randomized intermittent sampling procedure was used to compile the interviewing schedules. On the basis of existing information, the relative traffic volumes at the various interviewing stations were estimated and utilized in weighting the frequency of calendar days of sampling to be allocated to each station. The daily sampling was limited to a continuous six to seven hour period per day to allow the crew to travel to and from the interview station and set up the necessary signs within an eight-hour working day. This continuous interviewing period was selected randomly within the interval between 7:00 a.m. and 8:30 p.m. for each highway station. The interviewing period selected for the air, rail and bus terminals ensured that all relevant arrivals and departures between 6:30 a.m. and 11:00 p.m. were sampled. A calendar and time schedule of interview periods for each station is shown in the following nine tables.

TABLE 1: GRANDE PRAIRIE INTERVIEWING SCHEDULE
HIGHWAY 2

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	14 JUNE V 9 - 3:30	15 V 7 - 1:30	16 R 8 - 2:30	17 V 11 - 5:30	18 OFF	19 OFF
20 R 10 - 4:30	21 V 10 - 4:30	22 R 2 - 8:30	23 V 9 - 3:30	24 OFF	25 V 2 - 8:30	26 V 9 - 3:30
27 V 2 - 8:30	28 OFF	29 OFF	30 V 8 - 2:30	1 JULY V 9 - 3:30	2 R 1 - 7:30	3 V 12 - 6:30
4 OFF	5 R 2 - 8:30	6 V 2 - 8:30	7 OFF	8 R 7 - 1:30	9 V 9 - 3:30	10 R 12 - 6:30
11 R 1 - 7:30	12 V 11 - 5:30	13 OFF	14 OFF	15 V 8 - 2:30	16 R 11 - 5:30	17 V 1 - 7:30
18 OFF	19 R 12 - 6:30	20 V 8 - 2:30	21 R 11 - 5:30	22 OFF	23 OFF	24 V 10 - 4:30
25 R 9 - 3:30	26 OFF	27 OFF	28 R 12 - 6:30	29 V 7 - 1:30	30 R 1 - 7:30	31 OFF
1 AUG. V 12 - 6:30	2 R 11 - 5:30	3 V 10 - 4:30	4 R 7 - 1:30	5 OFF	6 OFF	7 V 2 - 8:30
8 R 10 - 4:30	9 V 1 - 7:30	10 R 9 - 3:30	11 OFF	12 OFF	13 V 7 - 1:30	14 R 1 - 7:30
15 OFF 1	16 OFF	17 V 11 - 5:30	18 R 2 - 8:30	19 V 2 - 8:30	20 R 12 - 6:30	21 OFF
22 V 8 - 2:30	23 V 7 - 1:30	24 OFF	25 V 1 - 7:30	26 R 10 - 4:30	27 V 7 - 1:30	28 R 9 - 3:30
29 OFF	30 OFF	31 V 12 - 6:30	1 SEPT. R 2 - 8:30	2 V 1 - 7:30	3 R 8 - 2:30	4 OFF
5 V 11 - 5:30	6 R 8 - 2:30					

V = VISITORS R = RESIDENTS

TABLE 2: JASPER INTERVIEWING SCHEDULE
HIGHWAY 16, JASPER RAIL AND BUS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		15 JUNE V 11 - 6:30	16 R 11 - 6:30	17 V 9 - 4:30	18 OFF	19 OFF
20 V 1 - 8:30	21 V 9 - 4:30	22 R 10 - 5:30	23 OFF	24 Rail & Bus Terminals	25 V 10 - 5:30	26 R 1 - 8:30
27 Rail & Bus Terminals	28 OFF	29 OFF	30 V 9 - 4:30	1 JULY R 11 - 6:30	2 V 12 - 7:30	3 OFF
4 OFF	5 R 1 - 8:30	6 Rail & Bus Terminals	7 V 8 - 3:30	8 OFF	9 R 10 - 5:30	10 V 11 - 6:30
11 R 12 - 7:30	12 V 11 - 6:30	13 OFF	14 R 8 - 3:30	15 R 1 - 8:30	16 V 12 - 7:30	17 OFF
18 R 7 - 2:30	19 V 7 - 2:30	20 R 1 - 8:30	21 OFF	22 OFF	23 R 7 - 2:30	24 V 10 - 5:30
25 R 11 - 6:30	26 Rail & Bus Terminals	27 V 9 - 4:30	28 OFF	29 OFF	30 R 8 - 3:30	31 R 12 - 7:30
1 AUG. V 8 - 3:30	2 OFF	3 OFF	4 V 7 - 2:30	5 R 11 - 6:30	6 Rail & Bus Terminals	7 R 7 - 2:30
8 OFF	9 V 10 - 5:30	10 R 9 - 4:30	11 Rail & Bus Terminals	12 V 1 - 8:30	13 OFF	14 V 8 - 3:30
15 V 12 - 7:30	16 OFF	17 OFF	18 V 9 - 4:30	19 R 7 - 2:30	20 V 7 - 2:30	21 Rail & Bus Terminals
22 OFF	23 OFF	24 V 12 - 7:30	25 R 10 - 5:30	26 V 12 - 7:30	27 V 1 - 8:30	28 OFF
29 R 9 - 4:30	30 R 8 - 3:30	31 V 8 - 3:30	1 SEPT. 1 - 8:30	2 OFF	3 OFF	4 R 9 - 4:30
5 V 10 - 5:30	6 R 10 - 5:30					

V = VISITORS R = RESIDENTS

TABLE 3: BANFF INTERVIEWING SCHEDULE
HIGHWAYS 1 and 93, BANFF RAIL and BUS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	14 JUNE V Hwy. 1 11 - 5:30	15 V Hwy. 1 8 - 2:30	16 R Hwy. 1 7 - 1:30	17 V Hwy. 1 10 - 4:30	18 OFF	19 OFF
20 V Hwy. 1 9 - 3:30	21 R Rail & Bus Terminals	22 V Hwy. 1 11 - 5:30	23 R Hwy. 93 10 - 4:30	24 OFF	25 R Hwy. 1 2 - 8:30	26 V Hwy. 93 1 - 7:30
27 V Hwy. 1 12 - 6:30	28 OFF	29 R OFF	30 R Hwy. 1 11 - 5:30	1 JULY R Hwy. 93 9 - 3:30	2 Rail & Bus Terminals	3 V Hwy. 1 8 - 2:30
4 OFF	5 R Hwy. 1 1 - 7:30	6 V Hwy. 93 2 - 8:30	7 OFF	8 V Hwy. 1 7 - 1:30	9 V Hwy. 93 9 - 3:30	10 R Hwy. 1 10 - 4:30
11 R Hwy. 93 11 - 5:30	12 V Hwy. 1 7 - 1:30	13 OFF	14 OFF	15 R Hwy. 1 2 - 8:30	16 V Hwy. 1 11 - 5:30	17 Rail & Bus Terminals
18 OFF	19 V Hwy. 93 12 - 6:30	20 Rail & Bus Terminals	21 R Hwy. 1 12 - 6:30	22 OFF	23 OFF	24 V Hwy. 1 7 - 1:30
25 R Hwy. 1 1 - 7:30	26 OFF	27 V Hwy. 93 9 - 3:30	28 V Hwy. 1 10 - 4:30	29 R Hwy. 93 11 - 5:30	30 R Hwy. 1 12 - 6:30	31 OFF
1 AUG. V Hwy. 93 7 - 1:30	2 Rail & Bus Terminals	3 R Hwy. 1 8 - 2:30	4 V Hwy. 1 8 - 2:30	5 OFF	6 OFF	7 V Hwy. 1 12 - 6:30
8 Rail & Bus Terminals	9 R Hwy. 93 1 - 7:30	10 R Hwy. 1 12 - 6:30	11 OFF	12 OFF	13 V Hwy. 93 11 - 5:30	14 R Hwy. 1 9 - 3:30
15 OFF	16 OFF	17 R Hwy. 93 7 - 1:30	18 Rail & Bus Terminals	19 V Hwy. 1 1 - 7:30	20 R Hwy. 1 10 - 4:30	21 OFF
22 V Hwy. 1 9 - 3:30	23 R Hwy. 1 12 - 6:30	24 OFF	25 V Hwy. 1 1 - 7:30	26 Rail & Bus Terminals	27 R Hwy. 1 7 - 1:30	28 R Hwy. 93 2 - 8:30
29 OFF	30 OFF	31 R Hwy. 1 1 - 7:30	1 SEPT. V Hwy. 1 2 - 8:30	2 R Hwy. 93 8 - 2:30	3 V Hwy. 1 8 - 2:30	4 OFF
5 R Hwy. 1 8 - 2:30	6 V Hwy. 1 7 - 1:30					

V = VISITORS R = RESIDENTS

TABLE 4: CROWSNEST INTERVIEWING SCHEDULE
HIGHWAY 3

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		15 JUNE V 9 - 3:30	16 V 7 - 1:30	17 R 8 - 2:30	18 V 10 - 4:30	19 R 1 - 7:30
20 OFF	21 V 8 - 2:30	22 R 10 - 4:30	23 V 12 - 6:30	24 R 2 - 8:30	25 OFF	26 OFF
27 V 11 - 5:30	28 R 9 - 3:30	29 OFF	30 R 7 - 1:30	1 JULY V 9 - 3:30	2 V 11 - 5:30	3 R 1 - 7:30
4 OFF	5 OFF	6 V 8 - 2:30	7 R 1 - 7:30	8 R 12 - 6:30	9 V 11 - 5:30	10 OFF
11 V 8 - 2:30	12 R 7 - 1:30	13 R 2 - 8:30	14 OFF	15 OFF	16 R 9 - 3:30	17 V 10 - 4:30
18 R 12 - 6:30	19 V 12 - 6:30	20 OFF	21 R 11 - 5:30	22 R 2 - 8:30	23 OFF	24 V 7 - 1:30
25 V 9 - 3:30	26 OFF	27 R 10 - 4:30	28 OFF	29 OFF	30 V 8 - 2:30	31 R 11 - 5:30
1 AUG. OFF	2 R 11 - 5:30	3 V 12 - 6:30	4 R 2 - 8:30	5 V 2 - 8:30	6 OFF	7 R 7 - 1:30
8 V 1 - 7:30	9 R 1 - 7:30	10 V 12 - 6:30	11 OFF	12 V 7 - 1:30	13 R 8 - 2:30	14 OFF
15 OFF	16 V 11 - 5:30	17 R 8 - 2:30	18 OFF	19 V 10 - 4:30	20 R 12 - 6:30	21 V 1 - 7:30
22 R 9 - 3:30	23 OFF	24 OFF	25 V 7 - 1:30	26 R 7 - 1:30	27 V 1 - 7:30	28 OFF
29 R 10 - 4:30	30 V 11 - 5:30	31 R 12 - 6:30	1 SEPT. V 2 - 8:30	2 OFF	3 OFF	4 R 10 - 4:30
5 V 9 - 3:30	6 V 2 - 8:30					

V = VISITORS R = RESIDENTS

TABLE 5: LETHBRIDGE INTERVIEWING SCHEDULE
HIGHWAYS 2, 4, 6 and 62, LETHBRIDGE BUS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	14 JUNE V Hwy. 62 9 - 3:30	15 R Hwy. 6 12 - 4:30	16 V Hwy. 4 10 - 4:30	17 R Hwy. 2 10 - 4:30	18 OFF	19 V Hwy. 62 8 - 2:30
20 OFF	21 OFF	22 V Hwy. 6 9 - 1:30	23 Bus Terminal	24 R Hwy. 6 11 - 3:30	25 V Hwy. 2 2 - 8:30	26 OFF
27 V Hwy. 6 1 - 5:30	28 R Hwy. 4 1 - 7:30	29 R Hwy. 2 12 - 6:30	30 OFF	1 JULY OFF	2 V Hwy. 2 7 - 1:30	3 R Hwy. 6 9 - 1:30
4 V Hwy. 2 7 - 1:30	5 OFF	6 OFF	7 R Hwy. 62 10 - 4:30	8 V Hwy. 4 11 - 5:30	9 OFF	10 R Hwy. 2 11 - 5:30
11 R Hwy. 6 10 - 2:30	12 V Hwy. 6 11 - 3:30	13 R Hwy. 4 2 - 8:30	14 V Hwy. 2 1 - 7:30	15 OFF	16 OFF	17 V Hwy. 6 3 - 7:30
18 R Hwy. 2 11 - 5:30	19 V Hwy. 62 1 - 7:30	20 OFF	21 R Hwy. 6 8 - 12:30	22 Bus Terminal	23 R Hwy. 4 8 - 2:30	24 OFF
25 OFF	26 V Hwy. 2 10 - 4:30	27 V Hwy. 6 8 - 12:30	28 OFF	29 R Hwy. 6 8 - 12:30	30 R Hwy. 2 8 - 2:30	31 V Hwy. 4 9 - 3:30
1 AUG. V Hwy. 6 2 - 6:30	2 OFF	3 V Hwy. 2 12 - 6:30	4 Bus Terminal	5 V Hwy. 4 12 - 6:30	6 R Hwy. 6 2 - 6:30	7 OFF
8 OFF	9 V Hwy. 6 12 - 4:30	10 V Hwy. 62 11 - 5:30	11 V Hwy. 2 2 - 8:30	12 R Hwy. 6 11 - 3:30	13 R OFF	14 V Hwy. 6 2 - 6:30
15 Bus Terminal	16 R Hwy. 4 9 - 3:30	17 OFF	18 OFF	19 V Hwy. 2 9 - 3:30	20 R Hwy. 6 1 - 5:30	21 R Hwy. 2 7 - 1:30
22 V Hwy. 2 9 - 3:30	23 OFF	24 R Hwy. 2 1 - 7:30	25 V Hwy. 6 3 - 7:30	26 OFF	27 R Hwy. 4 7 - 1:30	28 Bus Terminal
29 V Hwy. 4 12 - 6:30	30 R Hwy. 6 3 - 7:30	31 OFF	1 SEPT. OFF	2 V Hwy. 6 9 - 1:30	3 R Hwy. 62 9 - 3:30	4 V Hwy. 2 10 - 4:30
5 V Hwy. 6 10 - 2:30	6 R Hwy. 2 12 - 6:30					

V = VISITORS R = RESIDENTS

TABLE 6: MEDICINE HAT INTERVIEWING SCHEDULE
HIGHWAYS 1 and 9

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			16 JUNE R Hwy. 1 10 - 4:30	17 V Hwy. 1 1 - 7:30	18 R Hwy. 1 8 - 2:30	19 V Hwy. 1 9 - 3:30
20 OFF	21 R Hwy. 1 8 - 2:30	22 V Hwy. 9 8 - 12:30	23 V Hwy. 1 12 - 6:30	24 OFF	25 OFF	26 R Hwy. 1 2 - 8:30
27 V Hwy. 1 2 - 8:30	28 V Hwy. 1 9 - 3:30	29 R Hwy. 1 11 - 5:30	30 OFF	1 JULY V Hwy. 1 8 - 2:30	2 R Hwy. 9 3 - 7:30	3 OFF
4 R Hwy. 1 9 - 3:30	5 V Hwy. 1 12 - 6:30	6 V Hwy. 1 11 - 5:30	7 V Hwy. 1 7 - 1:30	8 OFF	9 OFF	10 V Hwy. 9 9 - 1:30
11 V Hwy. 1 9 - 3:30	12 R Hwy. 1 10 - 4:30	13 OFF	14 OFF	15 V Hwy. 1 7 - 1:30	16 R Hwy. 1 11 - 5:30	17 V Hwy. 1 10 - 4:30
18 OFF	19 OFF	20 R Hwy. 1 12 - 6:30	21 V Hwy. 1 8 - 2:30	22 R Hwy. 9 2 - 6:30	23 V Hwy. 1 7 - 1:30	24 OFF
25 R Hwy. 1 7 - 1:30	26 V Hwy. 1 1 - 7:30	27 OFF	28 R Hwy. 9 10 - 2:30	29 R Hwy. 1 10 - 4:30	30 V Hwy. 1 2 - 8:30	31 V Hwy. 1 12 - 6:30
1 AUG. OFF	2 OFF	3 R Hwy. 1 9 - 3:30	4 V Hwy. 1 7 - 1:30	5 V Hwy. 1 2 - 8:30	6 R Hwy. 1 12 - 6:30	7 OFF
8 R Hwy. 9 1 - 5:30	9 V Hwy. 1 1 - 7:30	10 V Hwy. 1 11 - 5:30	11 OFF	12 OFF	13 V Hwy. 1 8 - 2:30	14 R Hwy. 1 11 - 5:30
15 R Hwy. 1 7 - 1:30	16 OFF	17 OFF	18 R Hwy. 1 2 - 8:30	19 V Hwy. 1 9 - 3:30	20 V Hwy. 9 11 - 3:30	21 R Hwy. 1 1 - 7:30
22 OFF	23 OFF	24 R Hwy. 1 12 - 6:30	25 V Hwy. 9 12 - 4:30	26 R Hwy. 1 11 - 5:30	27 V Hwy. 1 11 - 5:30	28 OFF
29 V Hwy. 1 2 - 8:30	30 V Hwy. 9 11 - 3:30	31 V Hwy. 1 10 - 4:30	1 SEPT. R Hwy. 1 1 - 7:30	2 V Hwy. 1 1 - 7:30	3 OFF	4 R Hwy. 1 7 - 1:30
5 V Hwy. 1 8 - 2:30	6 R Hwy. 1 9 - 3:30					

V = VISITORS R = RESIDENTS

TABLE 7: LLOYDMINSTER INTERVIEWING SCHEDULE
HIGHWAYS 13, 14 and 16

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					11 JUNE V Hwy. 16 10 - 4:30	12 OFF
13 OFF	14 V Hwy. 16 7 - 1:30	15 V Hwy. 16 10 - 4:30	16 R Hwy. 16 2 - 8:30	17 V Hwy. 16 8 - 2:30	18 OFF	19 R Hwy. 16 10 - 4:30
20 V Hwy. 16 9 - 3:30	21 OFF	22 R Hwy. 13 12 - 4:30	23 V Hwy. 16 11 - 5:30	24 OFF	25 V Hwy. 13 1 - 5:30	26 OFF
27 OFF	28 V Hwy. 16 1 - 7:30	29 R Hwy. 16 9 - 3:30	30 V Hwy. 13 11 - 3:30	1 JULY R Hwy. 16 10 - 4:30	2 OFF	3 R Hwy. 16 11 - 5:30
4 V Hwy. 16 7 - 1:30	5 R Hwy. 16 10 - 4:30	6 OFF	7 OFF	8 V Hwy. 13 8 - 12:30	9 V Hwy. 16 11 - 5:30	10 V Hwy. 16 2 - 8:30
11 V Hwy. 13 12 - 4:30	12 OFF	13 R Hwy. 16 2 - 8:30	14 V Hwy. 16 12 - 6:30	15 OFF	16 OFF	17 V Hwy. 14 8 - 12:30
18 R Hwy. 16 11 - 5:30	19 V Hwy. 13 3 - 7:30	20 OFF	21 OFF	22 R Hwy. 16 11 - 5:30	23 V Hwy. 16 9 - 3:30	24 R Hwy. 16 7 - 1:30
25 OFF	26 R Hwy. 16 2 - 8:30	27 V Hwy. 16 12 - 6:30	28 R Hwy. 16 7 - 1:30	29 V Hwy. 16 9 - 3:30	30 OFF	31 OFF
1 AUG. R Hwy. 16 8 - 2:30	2 V Hwy. 14 3 - 7:30	3 V Hwy. 16 2 - 8:30	4 R Hwy. 16 1 - 7:30	5 OFF	6 OFF	7 R Hwy. 16 8 - 2:30
8 R Hwy. 14 2 - 6:30	9 OFF	10 OFF	11 R Hwy. 16 9 - 3:30	12 V Hwy. 16 2 - 8:30	13 R Hwy. 13 3 - 7:30	14 OFF
15 OFF	16 V Hwy. 16 9 - 3:30	17 R Hwy. 16 12 - 6:30	18 OFF	19 R Hwy. 13 10 - 2:30	20 R Hwy. 16 1 - 7:30	21 V Hwy. 16 12 - 6:30
22 V Hwy. 16 10 - 4:30	23 OFF	24 OFF	25 R Hwy. 16 11 - 5:30	26 R Hwy. 16 12 - 6:30	27 R Hwy. 14 9 - 1:30	28 R Hwy. 13 2 - 6:30
29 V Hwy. 16 1 - 7:30	30 R Hwy. 16 12 - 6:30	31 V Hwy. 13 9 - 1:30	1 SEPT. OFF	2 OFF	3 R Hwy. 16 1 - 7:30	4 V Hwy. 16 1 - 7:30
5 R Hwy. 13 8 - 12:30	6 V Hwy. 16 8 - 2:30					

V = VISITORS R = RESIDENTS

TABLE 8: CALGARY INTERVIEWING SCHEDULE
AIR, RAIL and BUS TERMINALS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					18 JUNE Rail, Bus A.M.	19 OFF
20 OFF	21 Air P.M.	22 Bus P.M.	23 Air A.M.	24 Rail, Bus A.M.	25 Air A.M.	26 OFF
27 OFF	28 Rail, Bus A.M.	29 Air A.M.	30 Rail, Bus A.M.	1 JULY Air P.M.	2 Bus P.M.	3 Air P.M.
4 Air A.M.	5 OFF	6 OFF	7 Air P.M.	8 Bus P.M.	9 Air P.M.	10 Bus P.M.
11 Air P.M.	12 Air A.M.	13 OFF	14 OFF	15 Air A.M.	16 Bus P.M.	17 Air A.M.
18 Rail, Bus A.M.	19 Bus P.M.	20 Air A.M.	21 OFF	22 OFF	23 Air A.M.	24 Rail, Bus A.M.
25 Air P.M.	26 OFF	27 Bus P.M.	28 Air A.M.	29 OFF	30 OFF	31 Air P.M.
1 AUG. Bus P.M.	2 Air A.M.	3 Rail, Bus A.M.	4 OFF	5 Bus P.M.	6 OFF	7 OFF
8 Bus P.M.	9 Air P.M.	10 Rail, Bus A.M.	11 Air A.M.	12 Rail, Bus A.M.	13 Air P.M.	14 OFF
15 OFF	16 Bus P.M.	17 Air P.M.	18 Air P.M.	19 OFF	20 Rail, Bus A.M.	21 Air A.M.
22 OFF	23 OFF	24 Air P.M.	25 Bus P.M.	26 OFF	27 Air P.M.	28 Bus P.M.
29 Air A.M.	30 OFF	31 OFF	1 SEPT. Rail, Bus A.M.	2 Air A.M.	3 OFF	4 Air P.M.
5 Rail, Bus A.M.	6 Air A.M.					

TABLE 9: EDMONTON INTERVIEWING SCHEDULE
AIR, RAIL and BUS TERMINALS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
20 JUNE OFF	21 Air A.M.	22 In Town A.M.	23 Air A.M.	24 In Town P.M.	25 OFF	26 In Town A.M.
27 Air A.M.	28 In Town P.M.	29 OFF	30 OFF	1 JULY Air P.M.	2 In Town P.M.	3 Air P.M.
4 In Town P.M.	5 OFF	6 Air P.M.	7 In Town P.M.	8 OFF	9 OFF	10 In Town A.M.
11 In Town A.M.	12 In Town A.M.	13 OFF	14 In Town A.M.	15 Air A.M.	16 In Town A.M.	17 OFF
18 OFF	19 Air A.M.	20 In Town P.M.	21 OFF	22 In Town A.M.	23 Air A.M.	24 In Town A.M.
25 Air A.M.	26 OFF	27 In Town P.M.	28 Air P.M.	29 OFF	30 Air P.M.	31 Air P.M.
1 AUG. In Town P.M.	2 In Town P.M.	3 In Town P.M.	4 In Town P.M.	5 OFF	6 OFF	7 OFF
8 OFF	9 In Town A.M.	10 Air P.M.	11 OFF	12 In Town A.M.	13 In Town A.M.	14 Air A.M.
15 OFF	16 OFF	17 In Town A.M.	18 Air P.M.	19 In Town P.M.	20 OFF	21 In Town P.M.
22 Air P.M.	23 OFF	24 OFF	25 In Town A.M.	26 Air A.M.	27 In Town P.M.	28 OFF
29 In Town A.M.	30 In Town A.M.	31 Air A.M.	1 SEPT. OFF	2 OFF	3 Air P.M.	4 In Town P.M.
5 In Town P.M.	6 Air P.M.					

NOTE: Air = Edmonton International Airport
In Town = Edmonton Industrial Airport, Canadian National Rail Terminal and Greyhound Bus Depot.

APPENDIX C

QUESTIONNAIRE CODING

This appendix contains the details of coding schemes for geographic location, destination within Alberta and the prime reason for making the trip.

1. LOCATION

Use the "Coding Instructions for Origin and Destination Studies" for places in:

- Alberta
- British Columbia
- Manitoba
- Saskatchewan

Otherwise, use the following table:

Code	Place	Code	Place
50011	New Brunswick	50041	Minnesota
50012	Newfoundland	50042	Mississippi
50013	Northwest Territories	50043	Missouri
50014	Nova Scotia	50044	Montana
50015	Ontario	50045	Nebraska
50016	Prince Edward Island	50046	Nevada
50017	Quebec	50047	New Hampshire
50018	Yukon Territory	50048	New Jersey
50019	Alabama	50049	New Mexico
50020	Alaska	50050	New York
50021	Arizona	50051	North Carolina
50022	Arkansas	50052	North Dakota
50023	California	50053	Ohio
50024	Colorado	50054	Oklahoma
50025	Connecticut	50055	Oregon
50026	Delaware	50056	Pennsylvania
50027	Florida	50027	Rhode Island
50028	Georgia	50028	South Carolina
50029	Hawaii	50059	South Dakota
50030	Idaho	50060	Tennessee
50031	Illinois	50061	Texas
50032	Indiana	50062	Utah
50033	Iowa	50063	Vermont
50034	Kansas	50064	Virginia
50035	Kentucky	50065	Washington
50036	Louisiana	50066	Washington, D.C.
50037	Maine	50067	West Virginia
50038	Maryland	50068	Wisconsin
50039	Massachusetts	50069	Wyoming
50040	Michigan		

50088 On plane, bus or train (For use in terminal interviews when respondent has spent or will be spending the night on the vehicle.)

50099 Other (not Canada or U.S.A.)

2. DESTINATION WITHIN ALBERTA

(A) If it is close to one of the 15 listed destinations on the questionnaire, use the destination number of the listed destination.

(B) Otherwise, look it up on the Alberta Government highway map, note the number of the tourist zone the place is in, and code the zone in the following way:

Zone 1 - Code 21	Zone 7 - Code 27
Zone 2 - Code 22	Zone 8 - Code 28
Zone 3 - Code 23	Zone 9 - Code 29
Zone 4 - Code 24	Zone 10 - Code 30
Zone 5 - Code 25	Zone 11 - Code 31
Zone 6 - Code 26	Zone 12 - Code 32

3. PRIME REASON FOR MAKING A TRIP TO OR FROM ALBERTA

Code Number	
01	Swimming
02	Boating
03	Water Skiing
04	Fishing
05	Hiking
06	Picnicking
07	Golfing
08	Horseback Riding
09	Camping
10	Attending Spectator Sports
11	Attending Special Events (e.g., Calgary Stampede)
12	Visiting Museums, Historic and Cultural Buildings
13	Visiting Other Special Attractions (e.g., Alberta Game Farm)
14	Attending Conventions or Meetings
15	Visiting Friends or Relatives
16	Sightseeing in Cities/Towns
17	Sightseeing away from Cities/Towns
18	Shopping
19	Other

APPENDIX D

DATA EDIT

When completed questionnaires were received from the interviewing crews in the office a member of the office staff visually scanned the questionnaire for general accuracy and clarity, prior to having the data keypunched onto computer cards. A number of computer programs prepared by the Alberta Government Data Processing Division were then used for a comprehensive edit of the survey data. There were separate edit programs for each type of questionnaire - Resident, Visitor and Mail-back.

Whenever the computer found an error, it printed out a statement describing the location and nature of the mistake. Such cards were then rejected for manual examination and reprocessing.

EDIT OF VISITOR QUESTIONNAIRE

As an example of the type of checking done by the edit programs, the logic embodied in the edit of visitor questionnaires is shown below. The edit programs for resident and mail-back questionnaires were very similar.

(A) CARD 1

1. The questionnaire serial number (Card 1 columns 1-5) must range from 1 to 50,000 inclusive.

2. The interviewer number (Card 1 columns 6-7) must range from 1 to 99 inclusive.

3. The interviewer station number (Card 1 columns 8-9) must range from 1 to 28 inclusive.

4. The day of the month (Card 1 columns 10-11) must range from 1 to 31 inclusive.

5. The month (Card 1 column 12) must range from 6 (June) to 9 (September) inclusive.

6. The time (Card 1 columns 13-14) must range from 1 (midnight - 1 a.m.) to 24 (11 a.m. - 12 midnight) inclusive.

7. The place of residence code (Card 1 columns 15-19) may range from 1 to 99,999 inclusive.

8. Vehicle (Card 1 column 20) must range from 1 to 4 inclusive if columns 8-9 of Card 1 range from 1 to 16 (highway interview stations); otherwise vehicle must be blank or zero (terminal interview station).

9. Equipment (Card 1 column 21 and column 22) may range from 0 to 3 (column 21) and 0 to 5 (column 22) inclusive.

10. Tour group (Card 1 column 23) must be 1 (yes) or 2 (no).

11. The number of households (Card 1 column 24) may range from 1 to 9 inclusive.

12. The number of party members in each category (Card 1 columns 25-38) must range from 0 to 9 inclusive, and at least one column must be greater than zero in the adult categories (columns 29-38).

13. The primary destination (Card 1 columns 39-44) may range from 1 to 32 inclusive.

14. The furthest place from home (Card 1 columns 45-49) may range from 1 to 99999 inclusive.

15. The starting point (Card 1 columns 50-54) may range from 1 to 99999 inclusive.

16. The stopping point (Card 1 columns 55-59) may range from 1 to 99999 inclusive.

17. The entry point (Card 1 columns 60-61) may range from 1 to 28 inclusive.

18. The type of trip (Card 1 column 62) may range from 1 to 17 inclusive,

19. The prime reason (Card 1 columns 63-64) may range from 1 to 19 inclusive if column 62 of card 1 ranges from 1 to 3; otherwise prime reason must be blank or zero.

20. The number of nights away from home (Card 1 columns 65-66) may range from 0 to 99 inclusive, and must be greater than or equal to the number of nights in Card 1 columns 67-68.

21. The number of nights spent in Alberta (Card 1 columns 67-68) may range from 0 to 99 inclusive, and must be equal to the sum of the nights in Card 2 columns 6-7, 8-9, 10-11, 12-13, 14-15, 16-17, 18-19.

22. Columns 69-78 of Card 1 must be blank or contain a zero.

23. Column 79 of Card 1 must contain a V.

24. Column 80 of Card 1 must contain a 1.

(B) CARD 2

1. The number in columns 1-5 of Card 2 must range from 1 to 50,000 inclusive, and must be equal to the number in colums 1-5 of Card 1.

2. The number of nights stayed in each type of accommodation (Card 2 columns 6-19) may range from 0 to 99 inclusive.

3. The expenses incurred in the last 24 hours by type of expenditure (Card 2 columns 20-36) may range from 0 to 99 inclusive in columns 20-21, 22-23, 24-25, 26-27, 31-32, 33-34, 35-36 and from 0 to 99 inclusive in columns 28-30.

4. The level of total income (Card 2 column 37) may range from 1 to 8 inclusive.

5. The provinces or territories visited (Card 2 columns 38, 41, 44, 47, 50, 53, 56, 59, 62, 65, 68) may range from 0 (did not visit) to 1 (did visit) inclusive.

6. The number of nights in each province or territory (Card 2 columns 39-40, 42-43, 45-46, 48-49, 51-52, 54-55, 57-58, 60-61, 63-64, 66-67, 69-70) may range from 0 to 99. If the number of nights in a province

or territory is one or greater, the corresponding column which indicates that the particular province or territory was visited must contain a one.

7. Columns 71-78 of Card 2 must be blank or contain a zero.

8. Column 79 of Card 2 must contain a V.

9. Column 80 of Card 2 must contain a 2.

NO RESPONSE

Some questions were required always to be answered on the questionnaire. An example is the type of vehicle. Answers to other questions, however, might be refused by the respondent. Refusals were coded explicitly by the letter R and the edit routines checked to see that refusals encountered were for questions where a refusal was allowed. If not, an error message was printed and the cards were rejected for clerical assessment and re-processing.

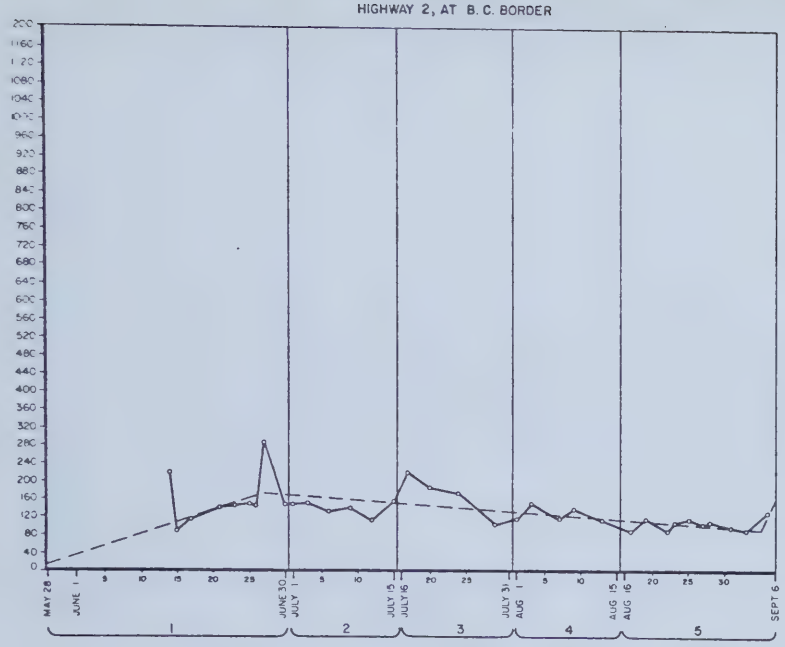
APPENDIX E

INTERVIEW STATION VOLUMES

The following six pages show the estimated number of visitor automobiles[1] leaving Alberta daily, and the estimated number of visitor parties leaving Alberta daily via the air, rail and bus terminals. The curves were compiled by expanding the survey counts taken during the interviewing sessions at the given station. The curves were then smoothed as an aid in recognizing patterns from one station to another. Each curve is divided into five seasonal time periods and the departures during each seasonal time period are indicated at the side. Similarly, the subsequent six pages show the estimated volume of resident arrivals.

Note 1: Automobiles in this appendix refer to parties travelling by car, station wagon, truck camper and motor home.

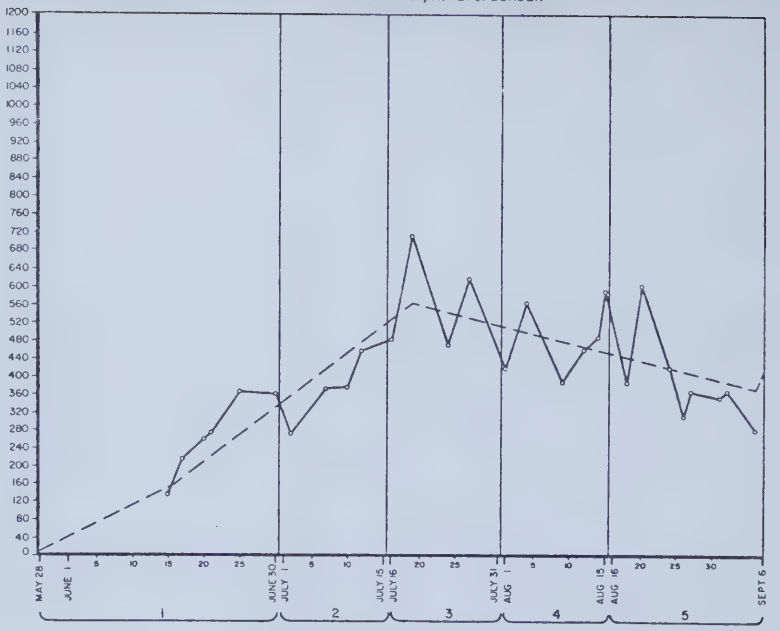
STATION # 1
HIGHWAY 2, AT B.C. BORDER



S.T.P. VOLUME

1.	3240
2.	2400
3.	2280
4.	1880
5.	2280
	12080

STATION # 2
HIGHWAY 16, AT B.C. BORDER



S.T.P. VOLUME

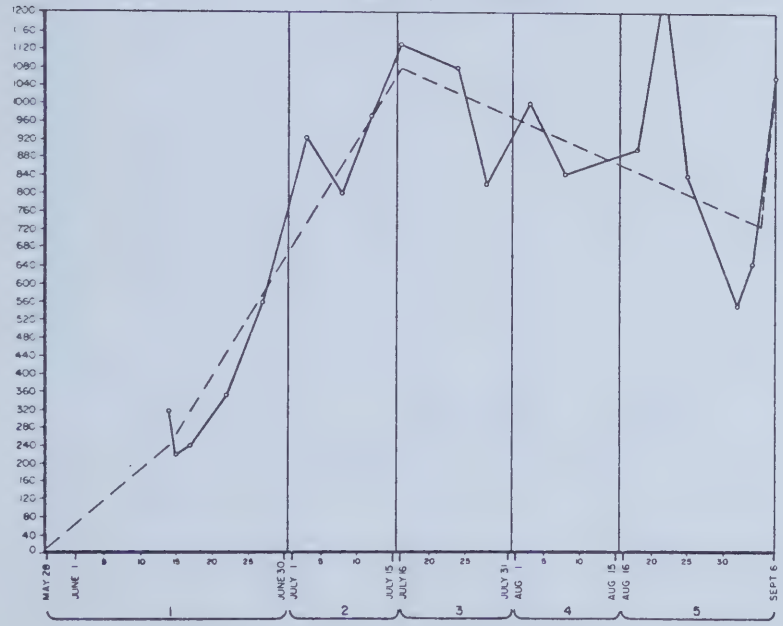
1.	4600
2	6400
3.	8640
4.	7280
5.	9040
	35960

LEGEND

EXPANDED SURVEY COUNTS

SMOOTHED EXPANDED SURVEY COUNTS

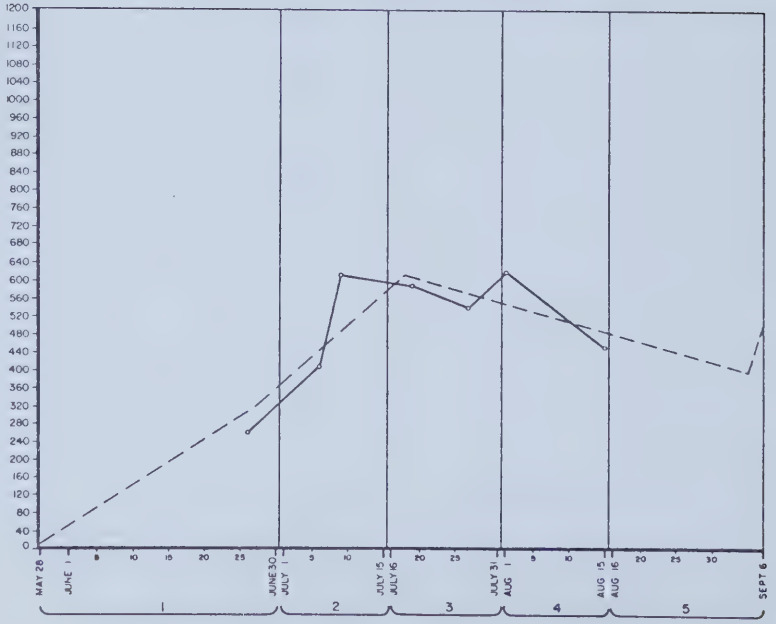
STATION # 3
HIGHWAY 1, AT B.C. BORDER



S.T.P. VOLUME

1.	9440
2	12020
3.	16480
4.	13800
5.	17680
	70320

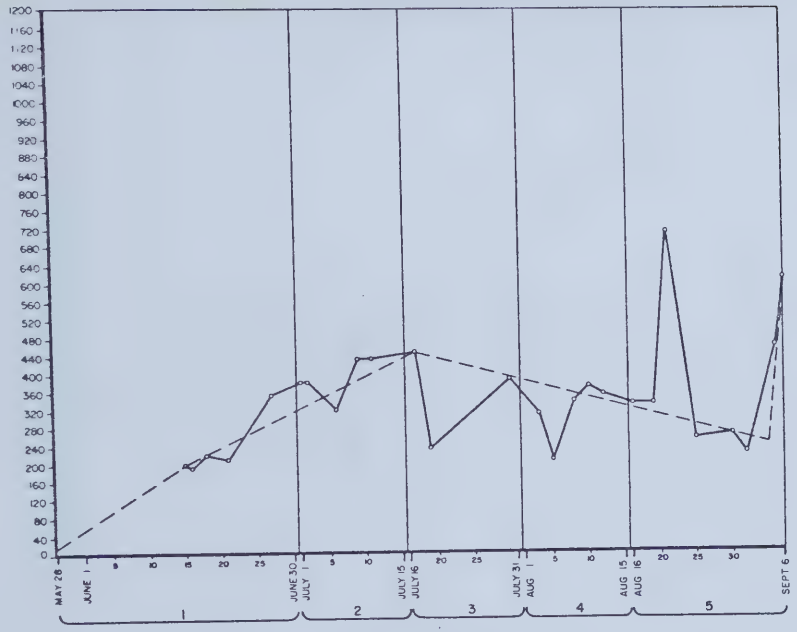
STATION # 4
HIGHWAY 93, AT B.C. BORDER



S.T.P. VOLUME

1	5960
2	7040
3	9360
4	7800
5	9680
	39840

STATION # 5
HIGHWAY 3, AT B. C. BORDER

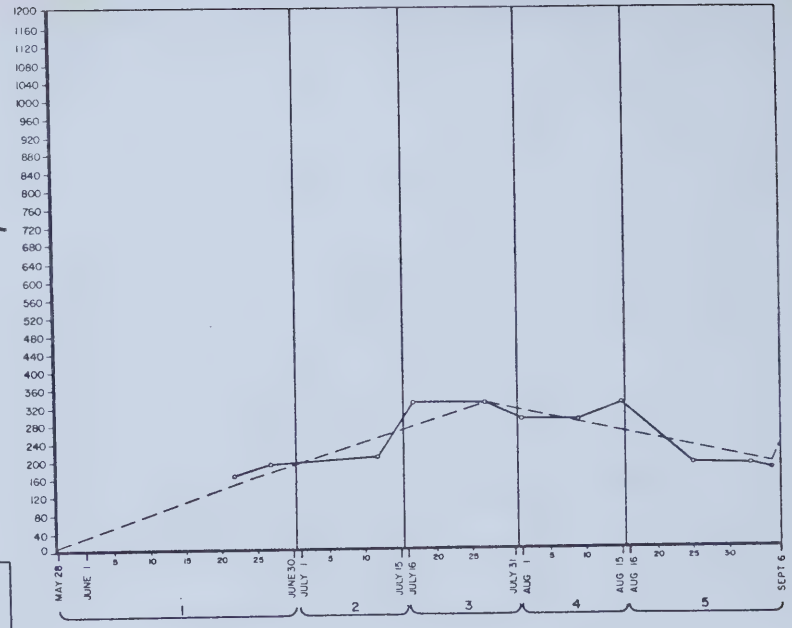


S.T.P. VOLUME

1. 5880
2. 5680
3. 6720
4. 5280
5. 6400

29960

STATION # 6
HIGHWAY 6, AT U. S. BORDER



S.T.P. VOLUME

1. 3320
2. 3440
3. 4920
4. 4360
5. 4960

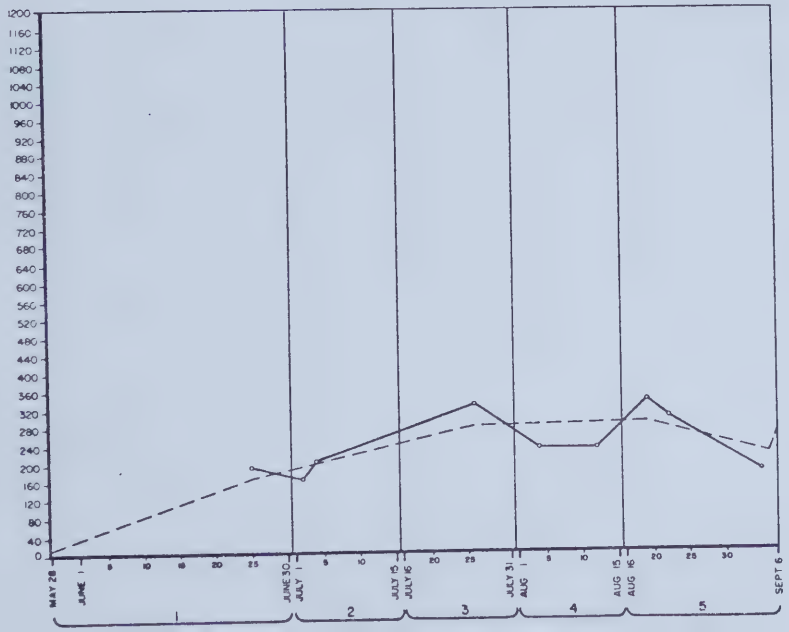
21000

LEGEND

EXPANDED SURVEY COUNTS

SMOOTHED EXPANDED SURVEY COUNTS

STATION # 7
HIGHWAY 2, AT U.S. BORDER

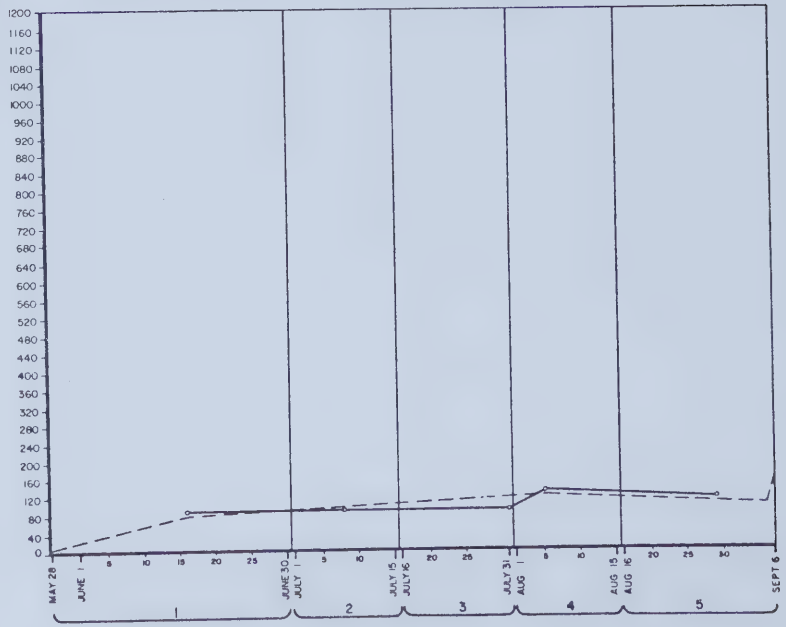


S.T.P. VOLUME

1. 3520
2. 3240
3. 4320
4. 4200
5. 5640

20920

STATION # 8
HIGHWAY 4, AT U.S. BORDER

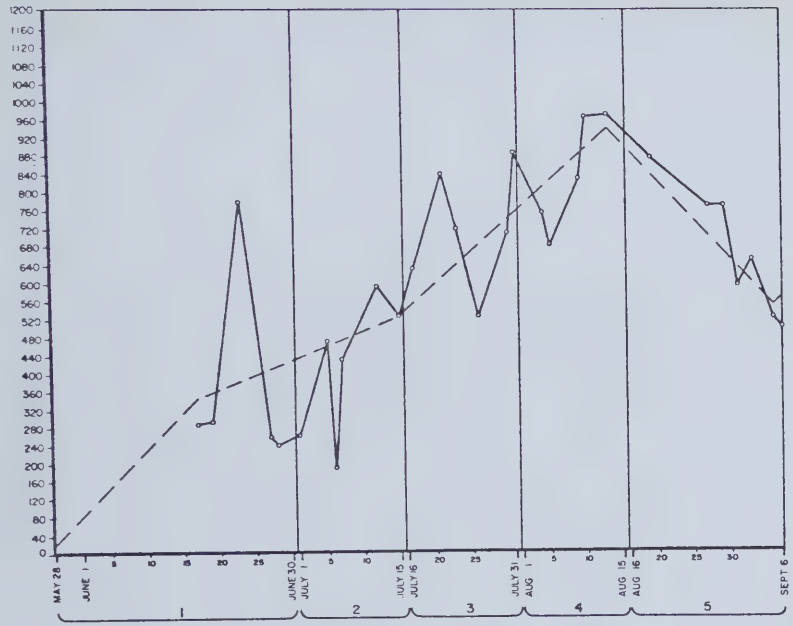


S.T.P. VOLUME

1. 1920
2. 1400
3. 1720
4. 1720
5. 2280

9040

STATION # 9
HIGHWAY 1, AT SASKATCHEWAN BORDER



S.T.P. VOLUME

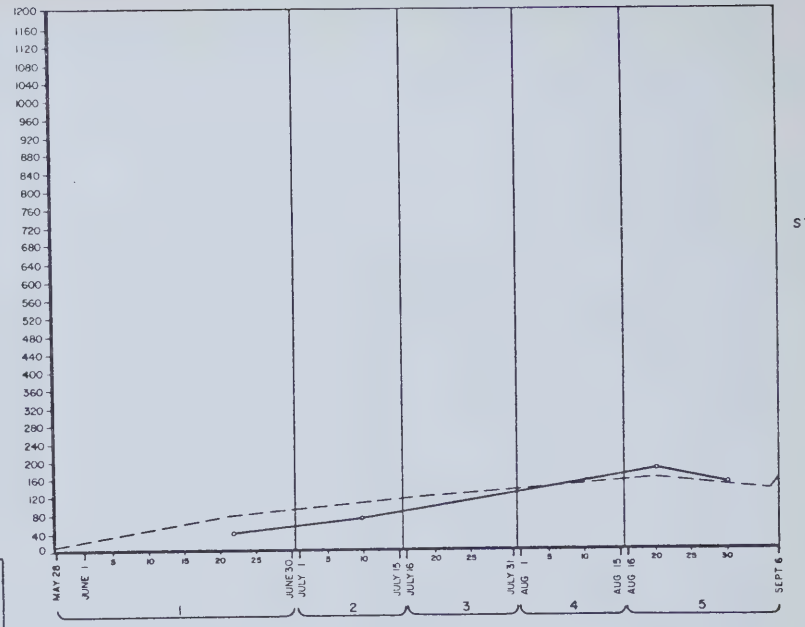
1.	8680
2.	7160
3.	10280
4.	12920
5.	15720
	54760

LEGEND

EXPANDED SURVEY COUNTS

SMOOTHED EXPANDED SURVEY COUNTS

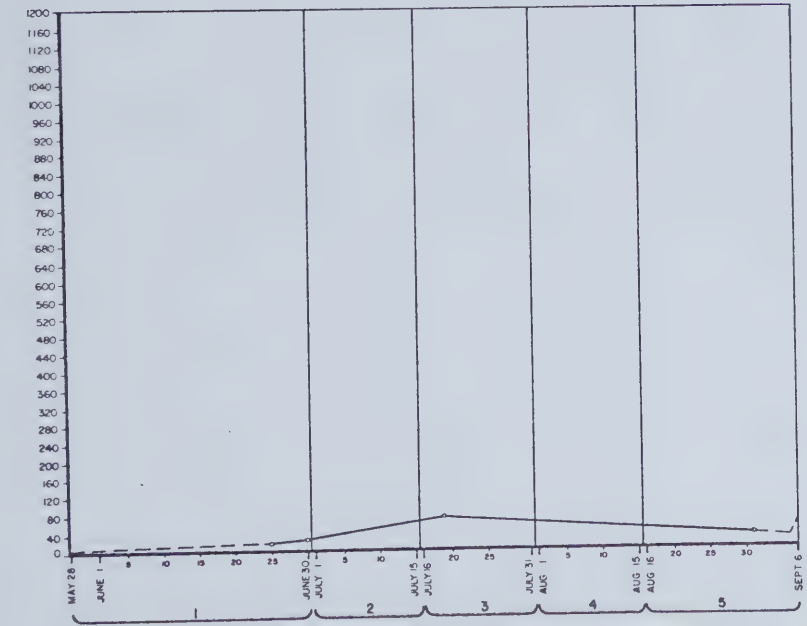
STATION # 10
HIGHWAY 9, AT SASKATCHEWAN BORDER



S.T.P. VOLUME

1.	1760
2.	1520
3.	1960
4.	2160
5.	3280
	10680

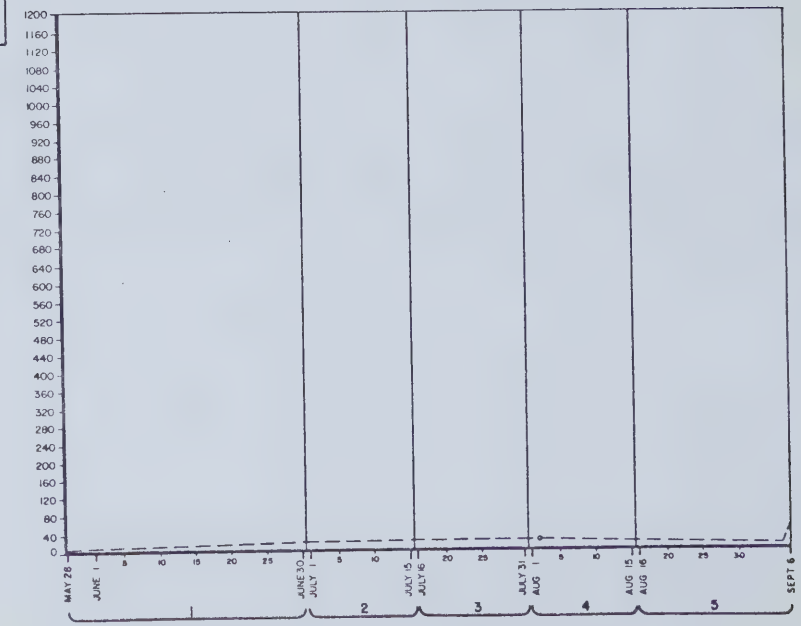
STATION # 11
HIGHWAY 13, AT SASKATCHEWAN BORDER



S.T.P. VOLUME

1.	360
2.	560
3.	1000
4.	760
5.	760
	3440

STATION # 12
HIGHWAY 14, AT SASKATCHEWAN BORDER

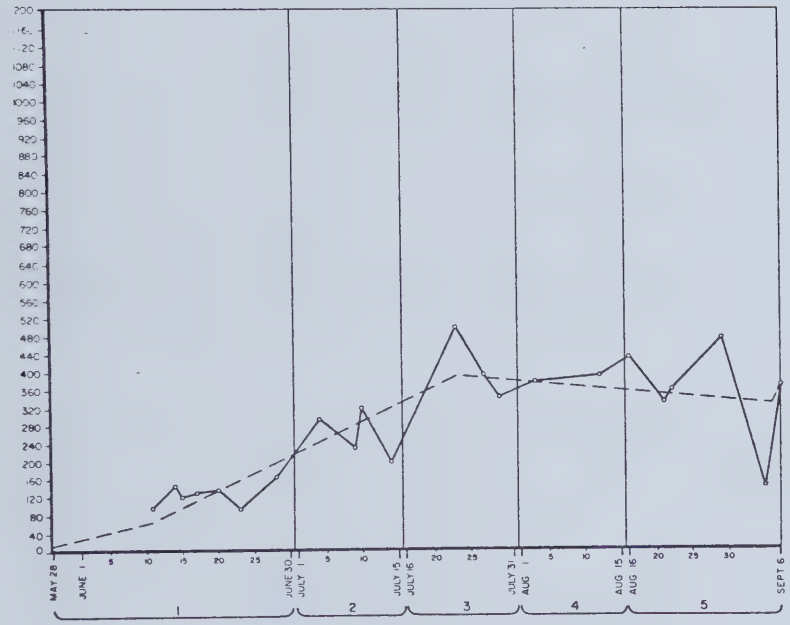


S.T.P. VOLUME

1.	320
2.	280
3.	320
4	200
5.	240
	1360

NUMBER OF VISITOR AUTOMOBILES LEAVING ALBERTA DAILY

STATION # 13
HIGHWAY 16, AT SASKATCHEWAN BORDER



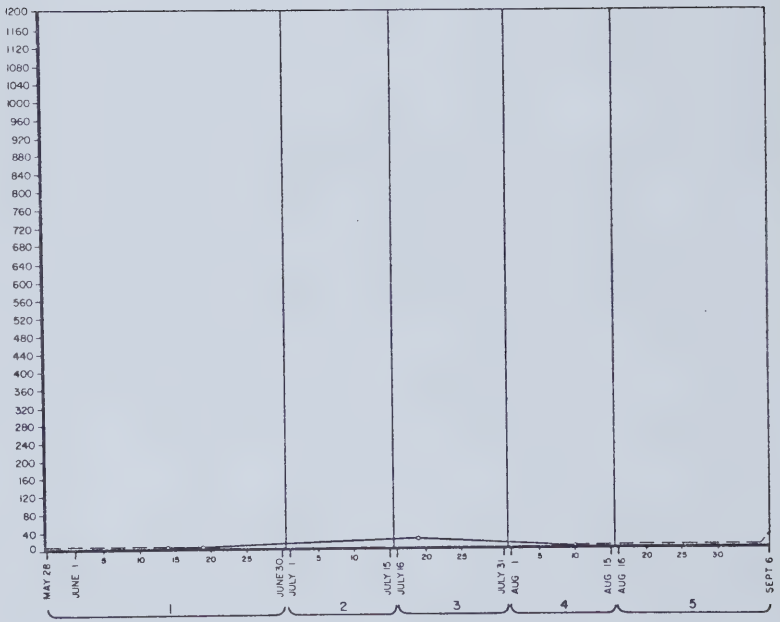
S.T.P.	VOLUME
1.	3240
2.	4120
3.	2400
4.	5520
5.	7520
	22800

LEGEND

EXPANDED SURVEY COUNTS

SMOOTHED EXPANDED SURVEY COUNTS

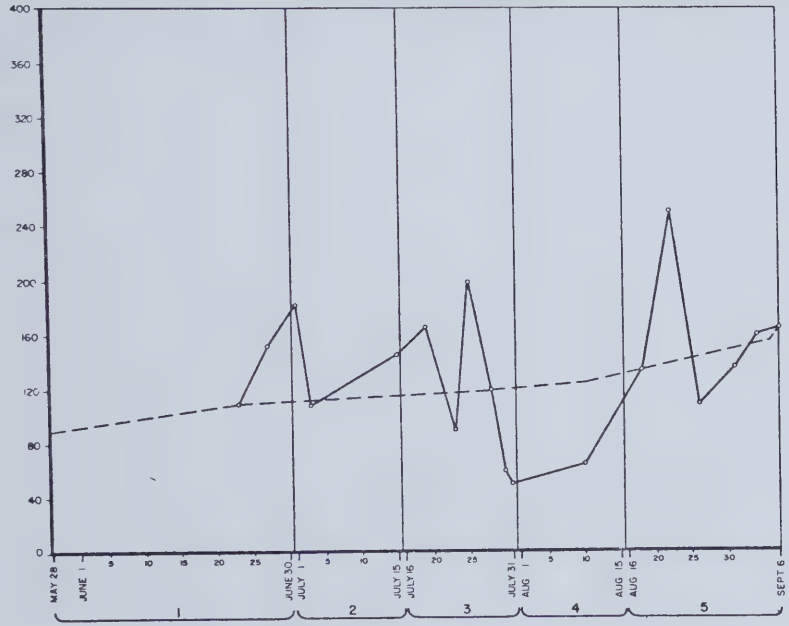
STATION # 14
HIGHWAY 62, AT U.S. BORDER



S.T.P.	VOLUME
1.	80
2.	160
3.	200
4.	80
5.	80
	600

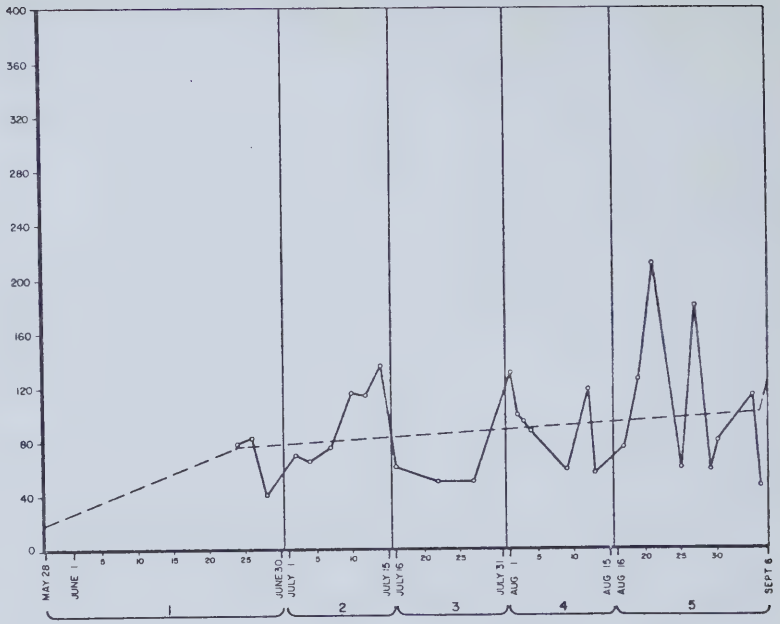
NUMBER OF VISITOR PARTIES LEAVING ALBERTA DAILY

STATION # 16
EDMONTON INTERNATIONAL AIRPORT



S.T.P. VOLUME
1. 3420
2. 1740
3. 1920
4. 1875
5. 3150
12105

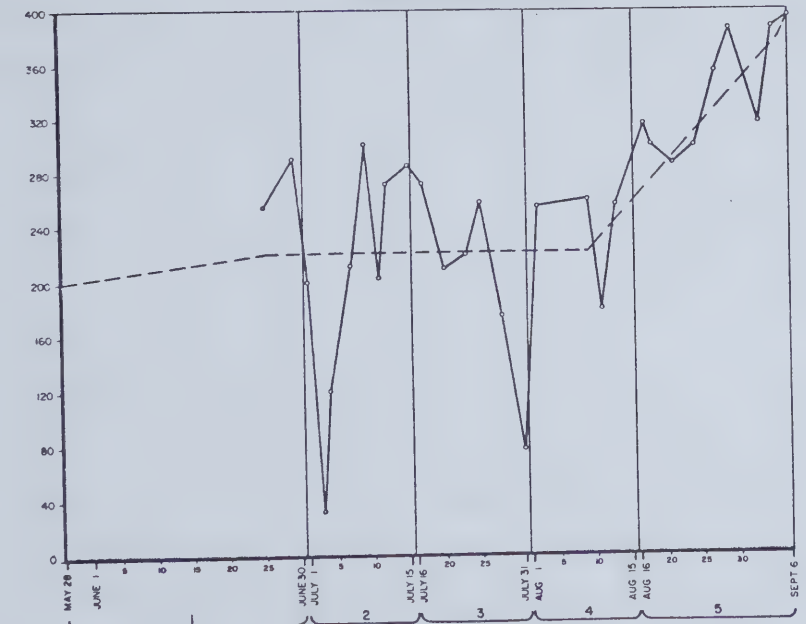
STATION # 17, 19 AND 24
EDMONTON INDUSTRIAL AIRPORT, RAIL AND BUS TERMINALS



S.T.P. VOLUME
1. 1703
2. 1185
3. 1260
4. 1335
5. 2129
7612

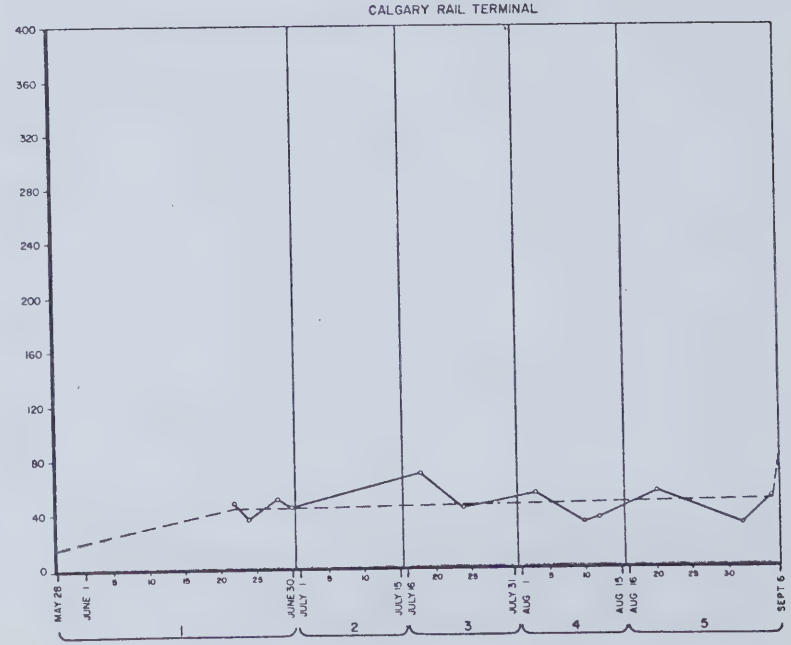
LEGEND
EXPANDED SURVEY COUNTS
SMOOTHED EXPANDED SURVEY COUNTS

STATION # 18
CALGARY INTERNATIONAL AIRPORT



S.T.P. VOLUME
1. 7005
2. 3330
3. 3585
4. 3450
5. 7095
24465

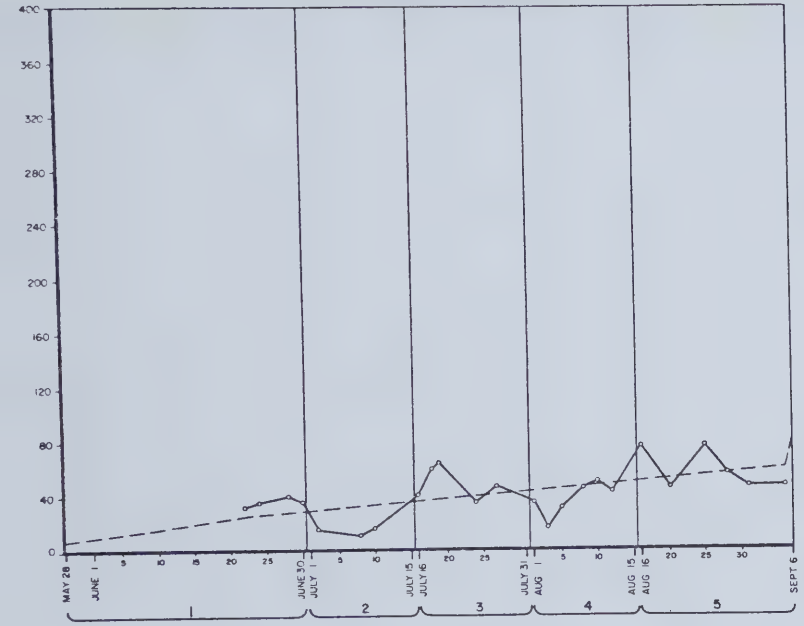
STATION # 20
CALGARY RAIL TERMINAL



S.T.P. VOLUME
1. 1110
2. 720
3. 810
4. 750
5. 1110
14500

NUMBER OF VISITOR PARTIES LEAVING NEBRASKA

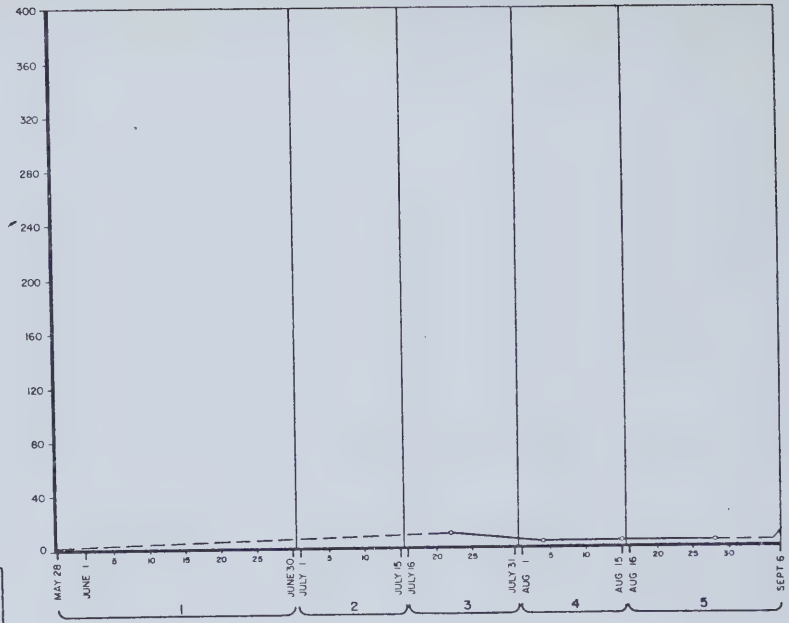
STATION # 25
CALGARY BUS TERMINAL



S.T.P. VOLUME

1.	585
2.	450
3.	600
4.	675
5.	1200
	3510

STATION # 26
LETHBRIDGE BUS TERMINAL



S.T.P. VOLUME

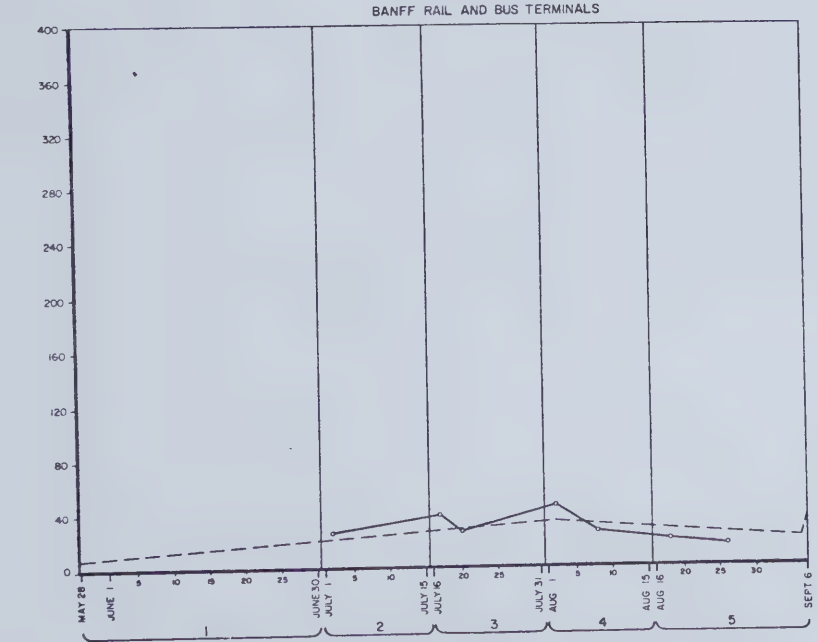
1.	135
2.	120
3.	105
4.	30
5.	60
	450

LEGEND

EXPANDED SURVEY COUNTS

SMOOTHED EXPANDED SURVEY COUNTS

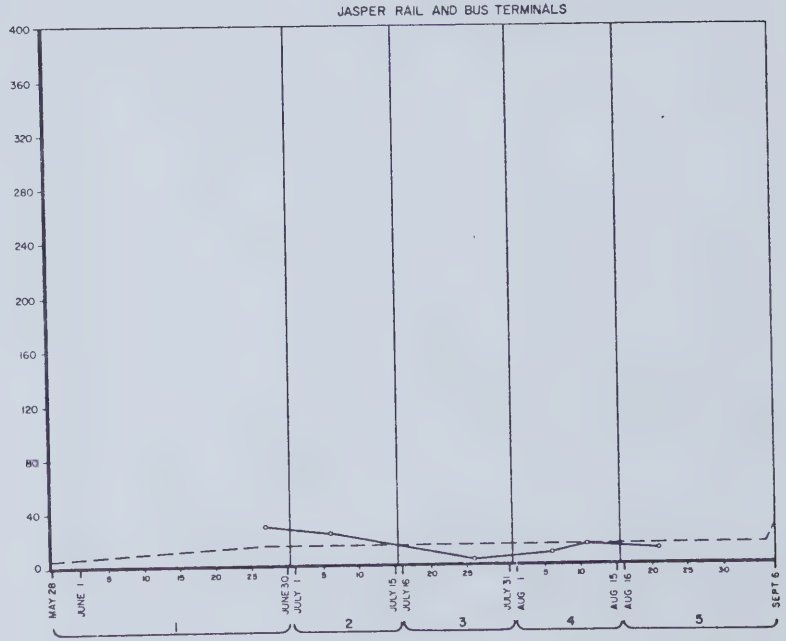
STATION # 21 AND 27
BANFF RAIL AND BUS TERMINALS



S.T.P. VOLUME

1.	510
2.	420
3.	510
4.	480
5.	525
	2445

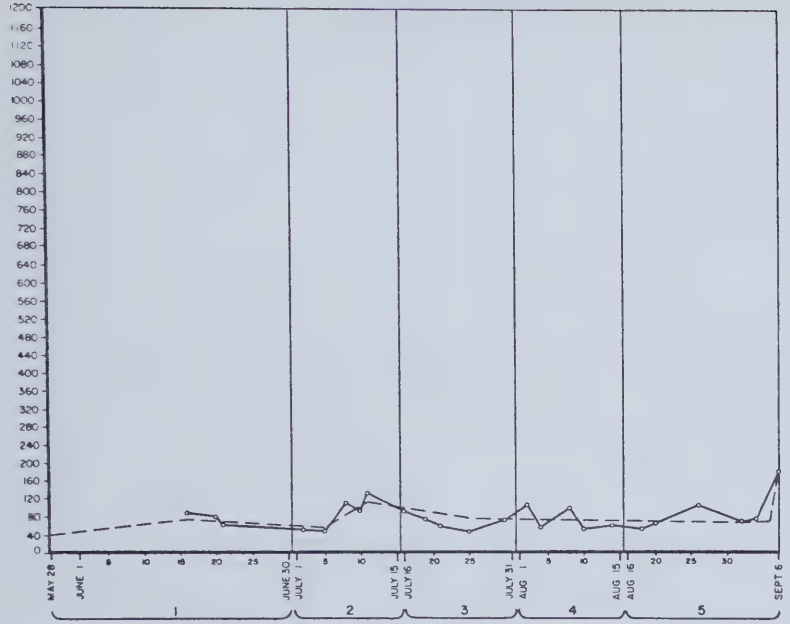
STATION # 23 AND 28
JASPER RAIL AND BUS TERMINALS



S.T.P. VOLUME

1.	345
2.	225
3.	240
4.	225
5	330
	1365

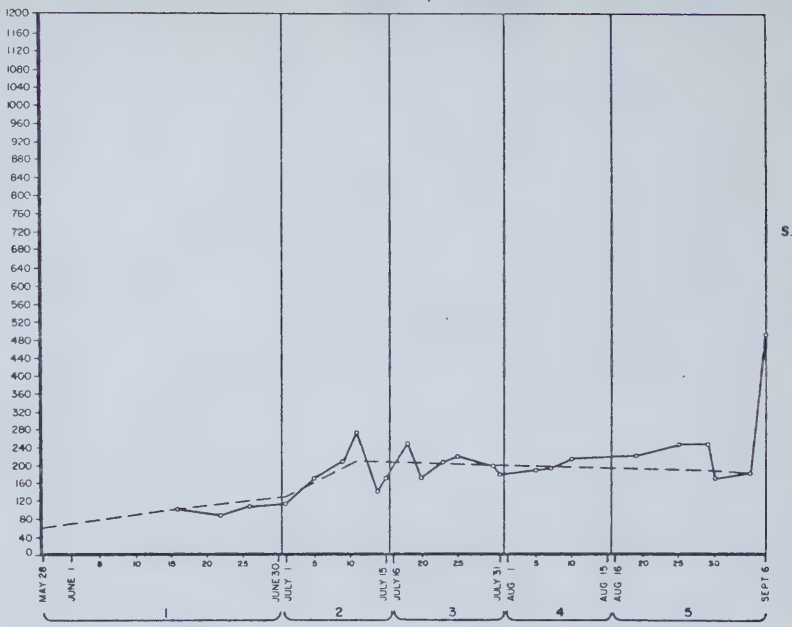
STATION # 1
HIGHWAY 2, AT B.C. BORDER



S.T.P. VOLUME

1.	2080
2.	1280
3.	1360
4.	920
5.	1560
	7200

STATION # 2
HIGHWAY 16, AT B.C. BORDER



S.T.P. VOLUME

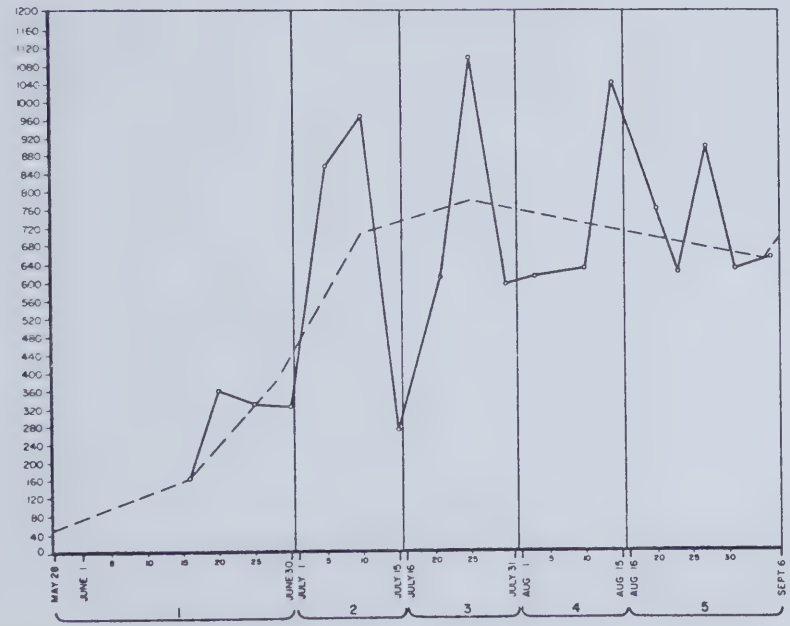
1.	3120
2.	2640
3.	3320
4.	3000
5.	3960
	16040

LEGEND

EXPANDED SURVEY COUNTS

SMOOTHED EXPANDED SURVEY COUNTS

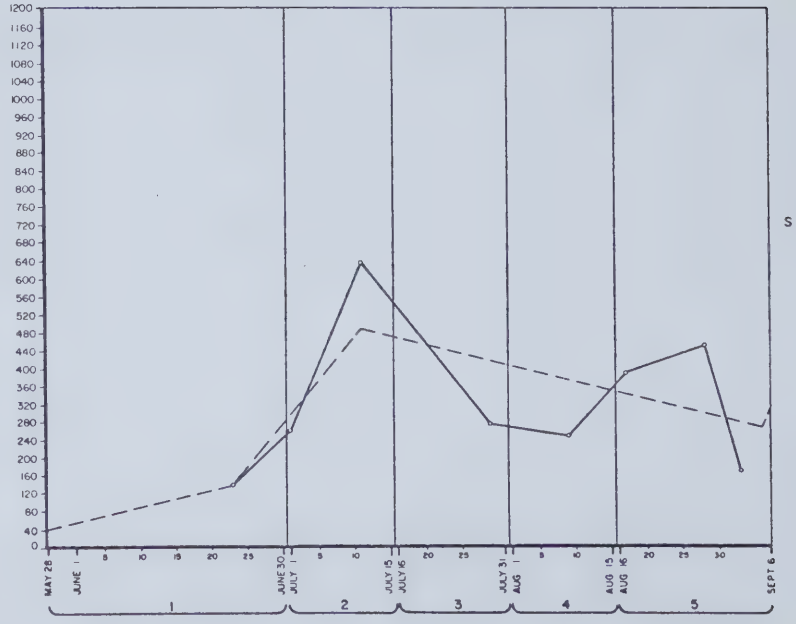
STATION # 3
HIGHWAY 1, AT B.C. BORDER



S.T.P. VOLUME

1.	6120
2.	9320
3.	12160
4.	11040
5.	14960
	53600

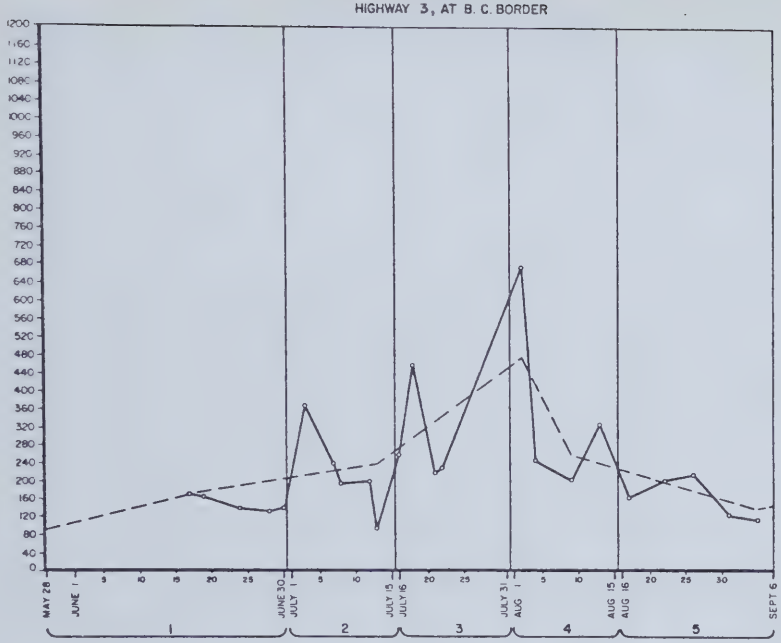
STATION # 4
HIGHWAY 93, AT B.C. BORDER



S T P VOLUME

1.	3760
2.	6120
3.	680
4.	5680
5.	6800
	23040

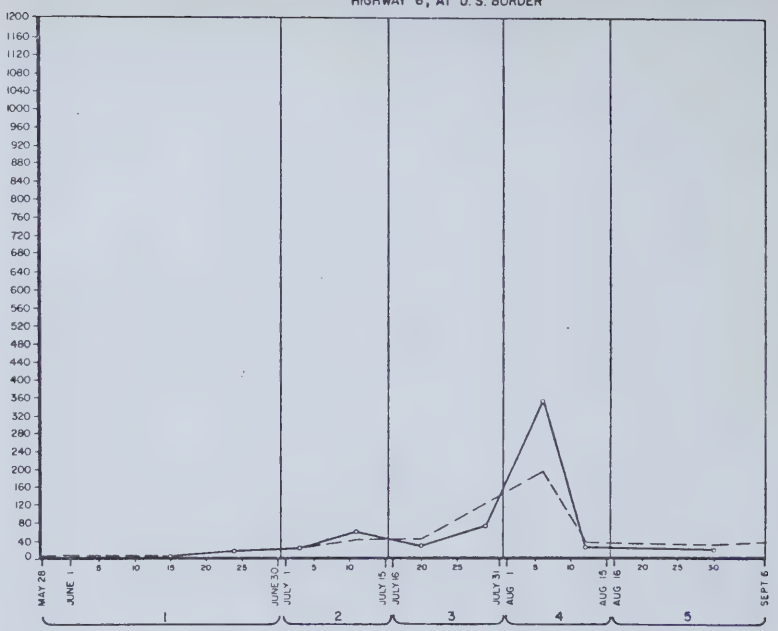
STATION # 5
HIGHWAY 3, AT B. C. BORDER



S.T.P. VOLUME

1.	5080
2.	3360
3.	5760
4.	4920
5.	3840
	22960

STATION # 6
HIGHWAY 6, AT U.S. BORDER



S.T.P. VOLUME

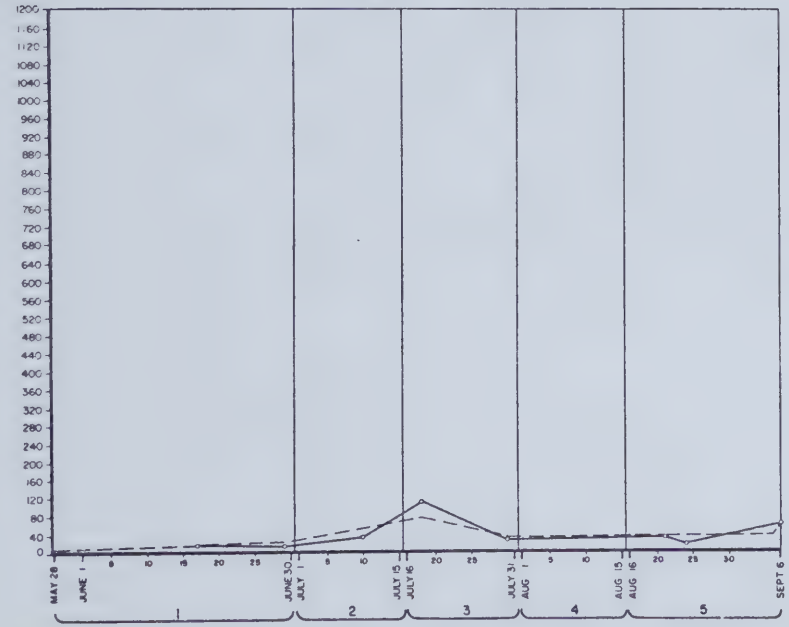
1.	160
2.	520
3.	1240
4.	1920
5.	840
	4680

LEGEND

EXPANDED SURVEY COUNTS

SMOOTHED EXPANDED SURVEY COUNTS

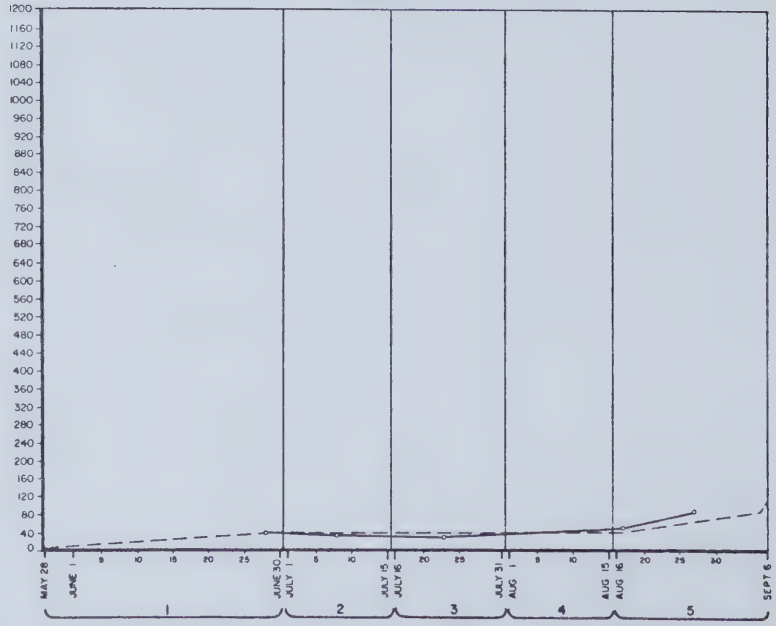
STATION # 7
HIGHWAY 2, AT U.S. BORDER



S.T.P. VOLUME

1.	400
2.	600
3.	920
4.	600
5.	880
	3400

STATION # 8
HIGHWAY 4, AT U.S. BORDER

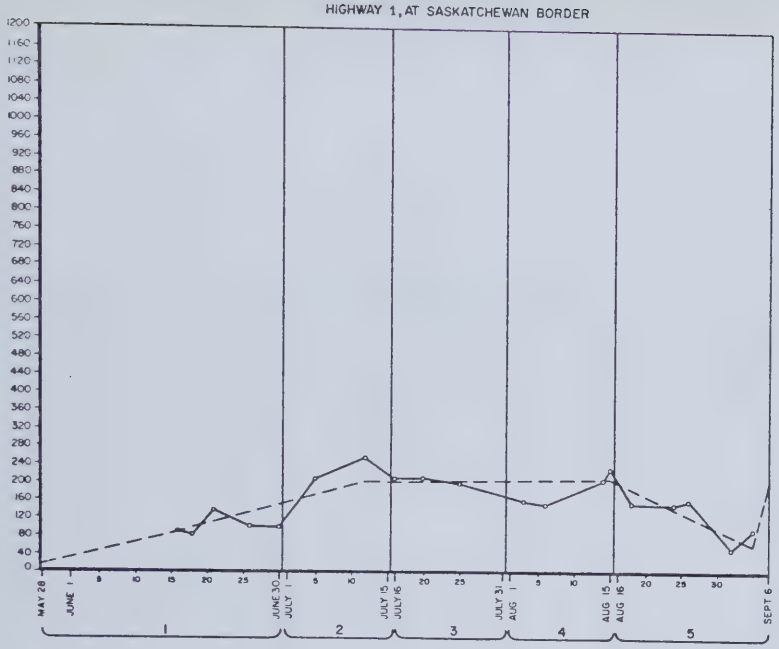


S.T.P. VOLUME

1.	800
2.	600
3.	640
4.	600
5.	1400
	4040

STATION # 9

HIGHWAY 1, AT SASKATCHEWAN BORDER



S.T.P. VOLUME	
1.	2760
2.	2800
3.	3320
4.	3160
5.	3000
	15040

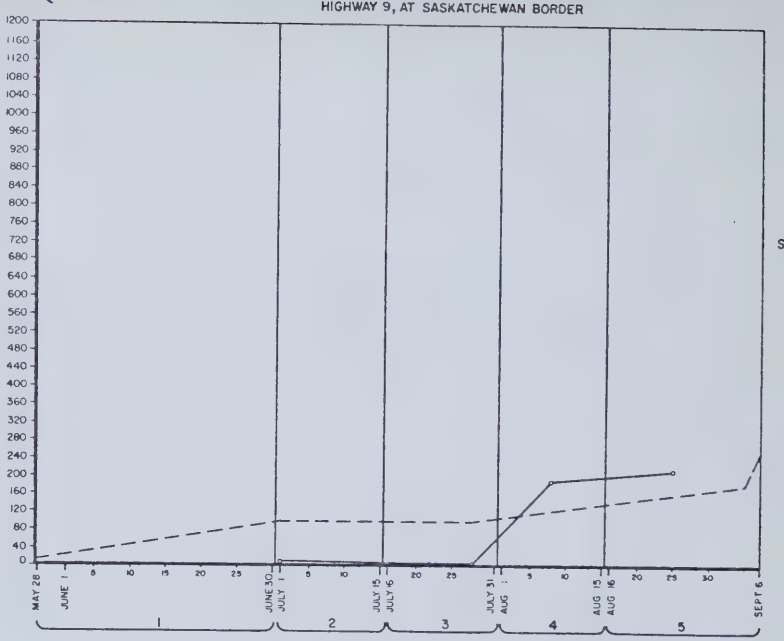
LEGEND

EXPANDED SURVEY COUNTS

SMOOTHED EXPANDED SURVEY COUNTS

STATION # 10

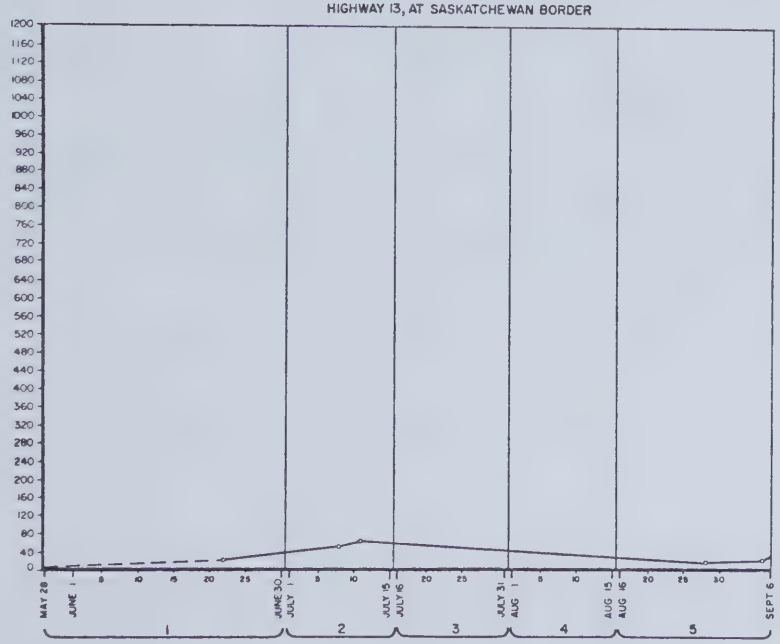
HIGHWAY 9, AT SASKATCHEWAN BORDER



S.T.P VOLU	
1	1680
2.	1480
3	1600
4	1800
5	3560
	10120

STATION # 11

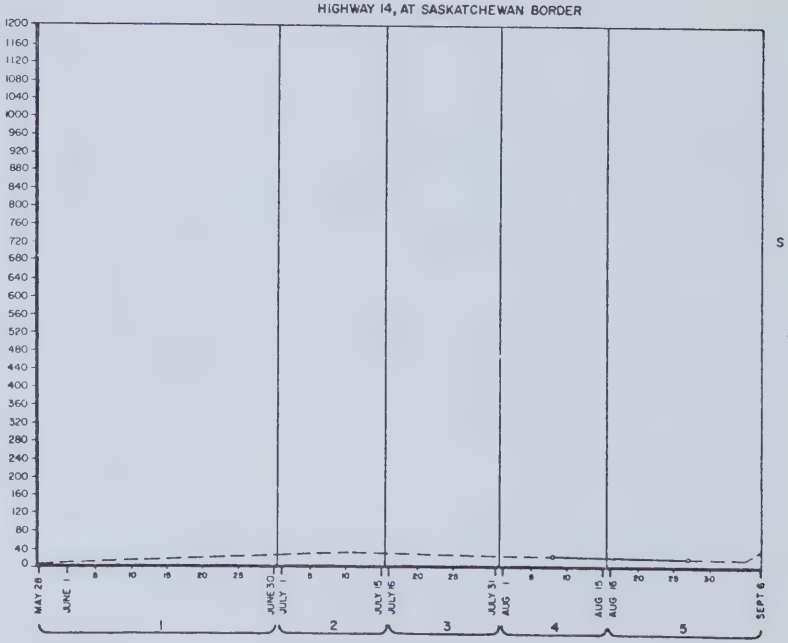
HIGHWAY 13, AT SASKATCHEWAN BORDER



S.T.P. VOLUME	
1.	640
2.	760
3.	720
4.	480
5.	280
	2880

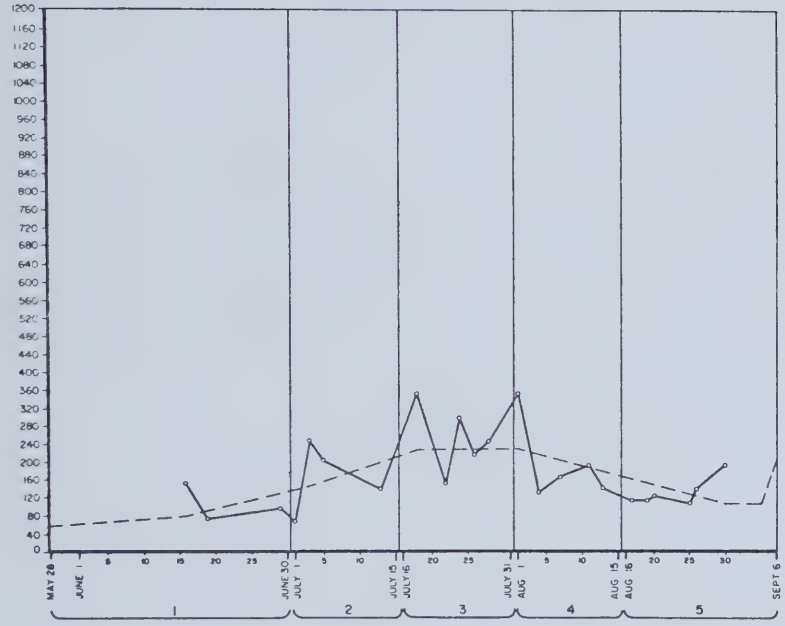
STATION # 12

HIGHWAY 14, AT SASKATCHEWAN BORDER



S.T.P. VOLU	
1.	520
2	480
3	520
4	320
5	440
	2280

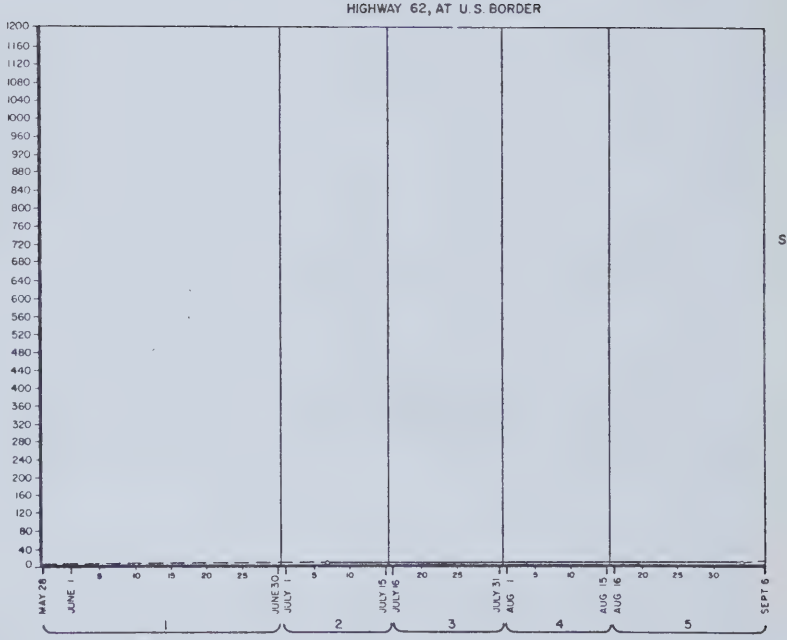
STATION # 13
HIGHWAY 16, AT SASKATCHEWAN BORDER



S.T.P. VOLUME	
1.	2840
2.	2560
3.	3680
4.	3000
5.	2800
	14880

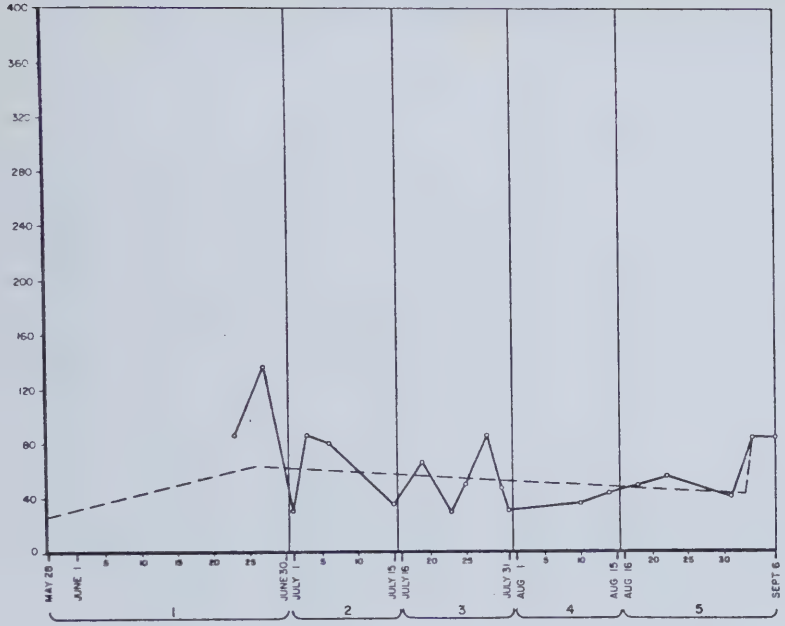
LEGEND
- EXPANDED SURVEY COUNTS
- SMOOTHED EXPANDED SURVEY COUNTS

STATION # 14
HIGHWAY 62, AT U.S. BORDER



S.T.P VOLUME	
1.	80
2.	120
3.	120
4.	120
5.	280
	720

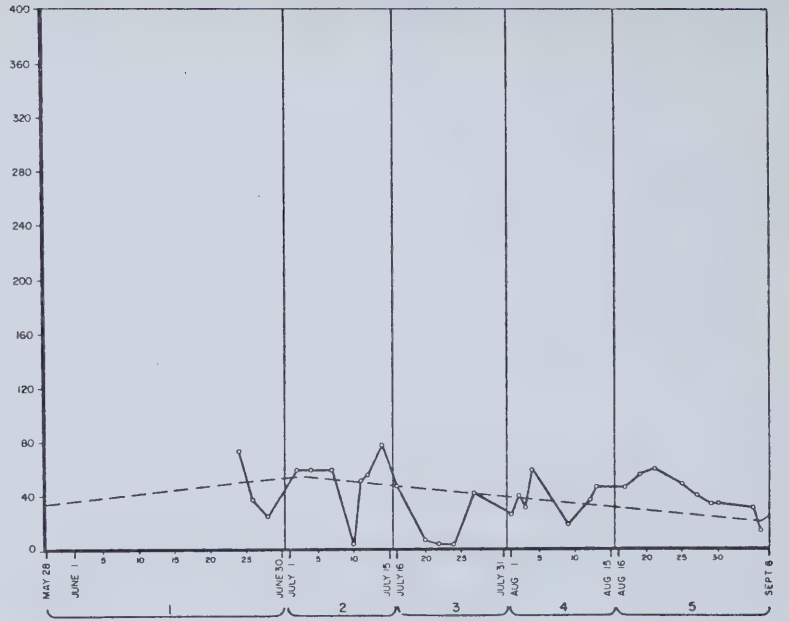
STATION # 16
EDMONTON INTERNATIONAL AIRPORT



S.T.P. VOLUME

1.	1560
2.	900
3.	880
4.	740
5.	1100
	5180

STATION # 17, 19 AND 24
EDMONTON INDUSTRIAL AIRPORT, RAIL AND BUS TERMINALS



S.T.P. VOLUME

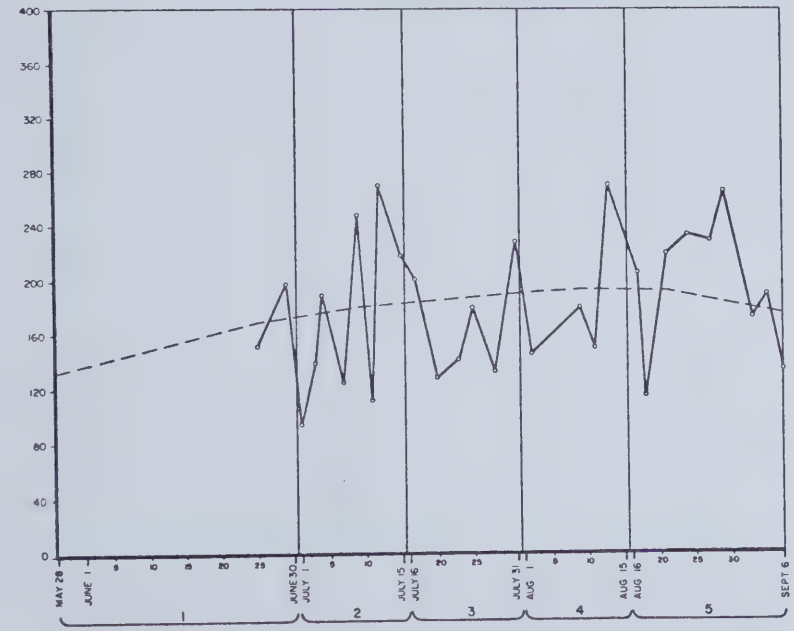
1.	1420
2.	780
3.	710
4.	530
5.	560
	4000

LEGEND

EXPANDED SURVEY COUNTS

SMOOTHED EXPANDED SURVEY COUNTS

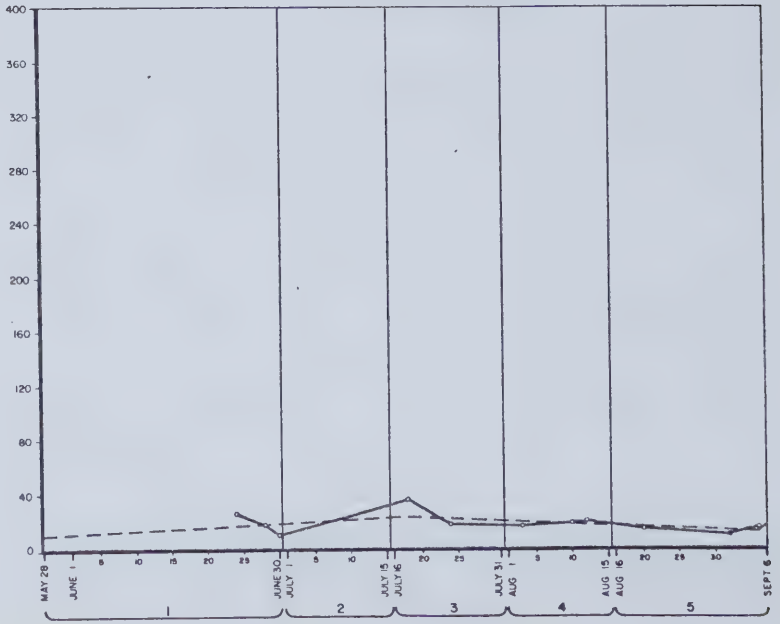
STATION # 18
CALGARY INTERNATIONAL AIRPORT



S.T.P. VOLUME

1.	5090
2.	2660
3.	3000
4.	2870
5.	4040
	17660

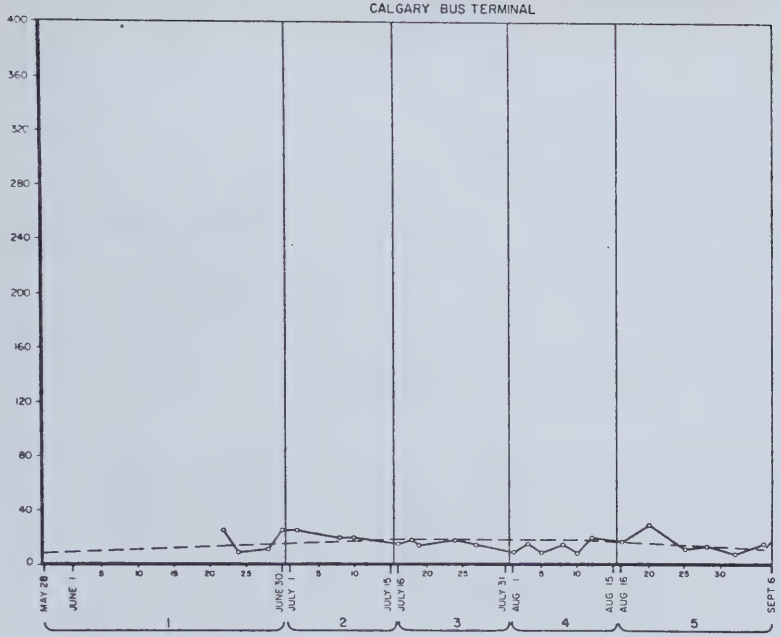
STATION # 20
CALGARY RAIL TERMINAL



S.T.P. VOLUME

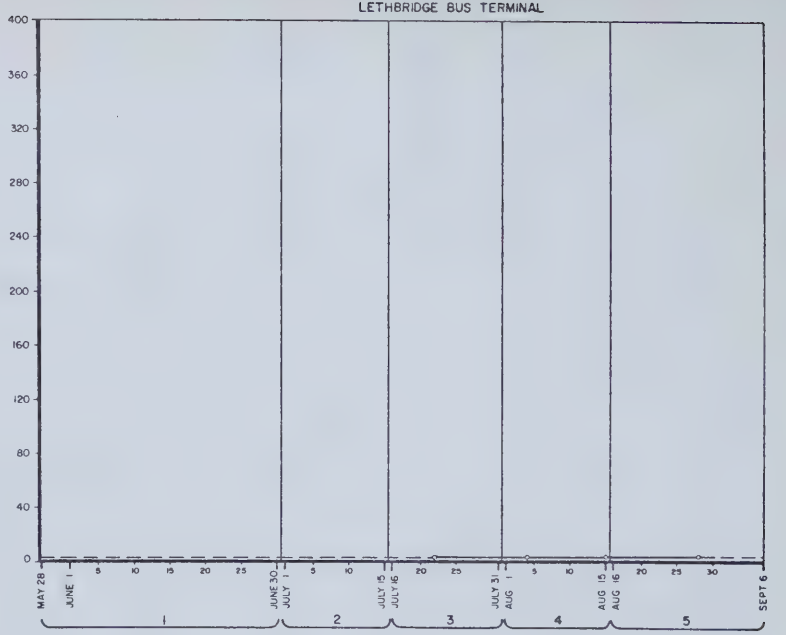
1.	440
2.	290
3.	330
4.	270
5.	310
	1640

STATION # 25
CALGARY BUS TERMINAL



S.T.P.	VOLUME
1.	360
2.	230
3.	280
4.	250
5.	300
	1420

STATION # 26
LETHBRIDGE BUS TERMINAL



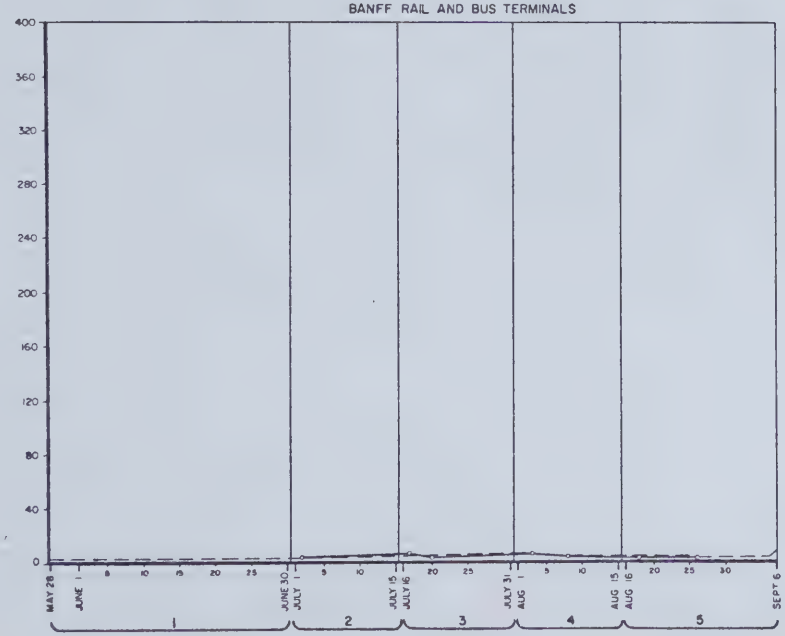
S.T.P.	VOLUME
1.	70
2.	30
3.	30
4.	30
5.	30
	190

LEGEND

EXPANDED SURVEY COUNTS

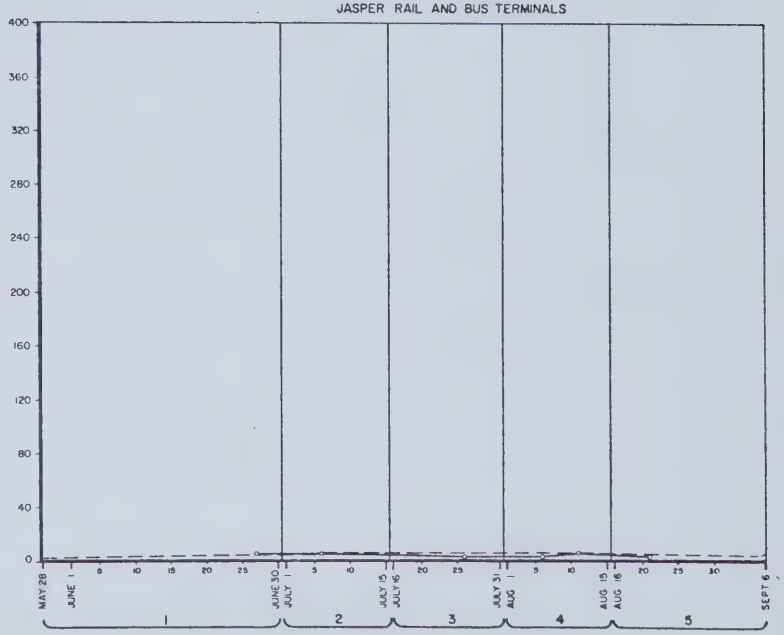
SMOOTHED EXPANDED SURVEY COUNTS

STATION # 21 AND 27
BANFF RAIL AND BUS TERMINALS



S.T.P.	VOLUME
1.	70
2.	40
3.	70
4.	60
5.	40
	280

STATION # 23 AND 28
JASPER RAIL AND BUS TERMINALS



S.T.P.	VOLUME
1	70
2.	40
3.	40
4.	40
5.	50
	240

APPENDIX F

DATA FILE FORMATS

The following pages show the detailed formats for records in both the Resident and Visitor data files.

RESIDENT FILE

1. Record Size: 134 bytes

2. Blocking Factor: 10 records to a block

3. Format:

Position	Contents
1	"R"
2- 6	Questionnaire Serial Number
7- 8	Interviewer Number
9- 10	Interviewer Station
11- 13	Date DDM
14- 15	Time (Hour only on 24-hour scale)
16- 20	Place of Residence
21	Car, Station Wagon, etc.
22	Tent, Tent Trailer, etc.
23	Canoe, Power Boat, etc.
24	Tour Group
25	Households in the Party
26- 39	Party Size and Composition
	-26 M Pre-school
	-27 F Pre-school
	-28 M School under 12
	-29 F School under 12
	-30 M Students up to High School
	-31 F Students up to High School
	-32 M Post-high Students
	-33 F Post-high Students
	-34 Not Used
	-35 Not Used
	-36 M Retired
	-37 F Retired
	-38 M Housewives + working
	-39 F Housewives + working
40- 44	Furthest Distination
45- 49	Place started this morning
50- 54	Place stop tonight
55- 56	Exit Point from Alberta
57	Type of Trip
58- 59	Prime Reason
60- 61	Nights Away from Alberta

Position	Contents
62- 63	Nights Spent in Alberta while Away from Home
64- 65	Nights away from Alberta spent in home of friend/relative
66- 67	Nights away from Alberta spent in motels
68- 69	Nights away from Alberta spent in resort hotel/lodge
70- 71	Nights away from Alberta spent in hotel/ tourist home
72- 73	Nights away from Alberta spent in government trailer park/campground
74- 75	Nights away from Alberta spent in commercial trailer park/campground
76- 77	Nights away from Alberta spent in other accommodation
78- 79	Expenses outside Alberta in last 24 hours - meals
80- 81	- groceries
82- 83	- lodging
84- 85	- gas & oil
86- 88	- auto repairs
89- 90	- non-auto transportation
91- 92	- recreation/entertainment
93- 94	- other
95	Income level
96- 99	Total expenses outside Alberta
100	Period
101-106	Resident Expansion Factor (1 decimal)
107-134	Filler - not used

VISITOR FILE

1. Record Size: 300 bytes

2. Blocking Factor: 10 records to a block

3. Format:

Position	Contents
1	"C"
2	"V"
3- 7	Questionnaire Serial Number - Visitor Direct
8- 9	Interviewer Number
10- 11	Interview Station
12- 14	Date DDM
15- 16	Time (hour only on 24-hour scale)
17- 21	Place of Residence
22	Car, Station wagon etc.

Position	Contents
23	Tent, Tent Trailer, etc.
24	Canoe, Power Boat, etc.
25	Tour Group
26	Households in the party
27- 40	Party Size and Composition
	-27 M Pre-school
	-28 F Pre-school
	-29 M School under 12
	-30 F School under 12
	-31 M Students up to High School
	-32 F Students up to High School
	-33 M Post High Students
	-34 F Post High Students
	-35 Not used
	-36 Not used
	-37 M Retired
	-38 F Retired
	-39 M Housewives + working
	-40 F Housewives + working
41- 45	Furthest Destination
46- 50	Place started this morning
51- 55	Place stop tonight
56- 57	Entry Point to Alberta
58	Type of Trip
59- 60	Prime Reason
61- 62	Nights away from home
63- 64	Nights in Alberta
65- 66	Nights in Alberta spent in home of friend/relative
67- 68	Nights in Alberta spent in Motel
69- 70	Nights in Alberta spent in Resort hotel/lodge
71- 72	Nights in Alberta spent in Hotel/toursit home
73- 74	Nights in Alberta spent in Government trailer park/campground
75- 76	Nights in Alberta spent in Commercial trailer park/campground
77- 78	Nights in Alberta spent in other accommodation
79- 80	Expenses in Alberta in last 24 hours - meals
81- 82	- groceries
83- 84	- lodging
85- 86	- gas and oil
87- 89	- auto repairs
90- 91	- non-auto transportation
92- 93	- recreation/entertainment
94- 95	- other
96	Income Level
97- 98	Primary Destination - 1st
99-100	- 2nd
101-102	- 3rd

Position	Contents
103-135	U.S. visits to other Provinces and Territories 103 B.C. (Yes-1; No-0) 104-105 B.C. Nights Then, in order, Sask., Man., Ont., Que., N.B., N.S., P.E.I., Nfld., Yukon, N.W.T.
136	Origin Class
137	Period
138	M Indicator (0, No Mail-back; 1, Matching Mail-back)
139-140	Not Used

(NOTE: Positions 141-276 are for data from the mail-back questionnaire whose serial number matched that of the direct visitor questionnaire. If there was no matching mail-back, these positions are all filled with zeros.)

141	"M"
142-146	Questionnaire Serial Number
147	Member of Party Resided in Alberta
148-149	Number of years
150	Friends or Relatives in Alberta
151-169	Activities Participated in while in Alberta (1, Yes; 0, No) -151 Swimming -152 Attending Special Events -153 Boating -154 Visiting Museums, etc. -155 Water Skiing -156 Visiting other special attractions -157 Fishing -158 Attending Conventions or Meetings -159 Hiking -160 Visiting Friends/Relatives -161 Picnicking -162 Sightseeing in Cities/Towns -163 Golf -164 Sigtseeing away from Cities/Towns -165 Horseback Riding -166 Shopping -167 Camping -168 Other -169 Attending Spectator Sports
170-171	Nights in Calgary for Stampede
172-173	Nights in Edmonton for Klondike Days
174	Visited Alberta in Recent Years (1,Yes; 2, No)
175	Visited Alberta in 1970 (1,Yes; 0, No)
176	Visited Alberta in 1969
177	Visited Alberta in 1968
178	Visited Alberta in 1967
179	Visited Alberta in 1966
180	Visited Alberta prior to 1966

Position	Contents
181-182	Number of Months prior to September 1971 when decided to make trip (Sept 71 = 00; Aug 71 = 01, July 71 = 02, etc.
183	Reason for Trip
184-197	Size and Composition of Household
	-184 M Pre-school
	-185 F Pre-school
	-186 M School under 12
	-187 F School under 12
	-188 M Students up to High School
	-189 F Students up to High School
	-190 M Post-high Students
	-191 F Post-high Students
	-192 Not Used
	-193 Not Used
	-194 M Retired
	-195 F Retired
	-196 M Housewives + Working
	-197 F Housewives + Working
198	Education
199-200	Occupation
201-202	Expenditures: Meals - Last Day in Alberta (D1)
203-204	Meals - 2nd Last Day (D2)
205-206	Meals - Two Days Earlier (D3)
207-208	Meals - Three Days Earlier (D4)
209-210	Groceries - D1
211-212	Groceries - D2
213-214	Groceries - D3
215-216	Groceries - D4
217-218	Lodging - D1
219-220	Lodging - D2
221-222	Lodging - D3
223-224	Lodging - D4
225-226	Gas & Oil - D1
227-228	Gas & Oil - D2
229-230	Gas & Oil - D3
231-232	Gas & Oil - D4
233-234	Auto Repairs - D1
235-236	Auto Repairs - D2
237-238	Auto Repairs - D3
239-240	Auto Repairs - D4
241-242	Non-Auto Transportation - D1
243-244	Non-Auto Transportation - D2
245-246	Non-Auto Transportation - D3
247-248	Non-Auto Transportation - D4
249-250	Recreation/Entertainment - D1
251-252	Recreation/Entertainment - D2
253-254	Recreation/Entertainment - D3
255-256	Recreation/Entertainment - D4
257-258	Other - D1

Position	Contents
259-260	Expenditures: Other - D2
261-262	Other - D3
263-264	Other - D4
265-266	Nearest City/Town - D1
267-268	Nearest City/Town - D2
269-270	Nearest City/Town - D3
271-272	Nearest City/Town - D4
273	Type of Lodging - D1
274	Type of Lodging - D2
275	Type of Lodging - D3
276	Type of Lodging - D4
277-280	Not Used
281-286	Visitor Expansion Factor (1 place of decimals)
287-292	Mail-back Expansion Factor (1 place of decimals)
293-300	Not Used